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NEW YORK, OCTOBER 20, 1922

B. A. I. S. 1912 with N. W. Ayer & Sor



EVERY woman, be she aristocrat or plebeian, business woman or housewife, city bred or country, knows the advantages of soft water. How come? Quien sabe! Legend, tradition, experience, instinct-write your own ticket-but they know.

Melo-a new product of The Hygienic Products Co., of Canton, Ohio-makes hard water as soft as rainwater. "Convince women this is a fact," said we, "and it will take no optimist to figure your quotas." The job of convincing was given to us.

There was no known way to visualize hard water being made soft by Melo, so we invented one—the hieroglyph at the top of this page. Our illustrations showed the homely things familiar to every housewife. The copybrief explanations of how hard water combining with the grease loosed by soap results in scummy dish-water, the dirty ring around the bathtub or washbowl, washed things that are gray instead of white. We said Melo would change all this by making hard water as soft as rain-water. House-to-house sampling preceded every local release. Already it looks like a landslide.

ADVERTISING HEADQUARTERS, PHILADELPHIA NEW YORK

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The Serious-Minded Farmer Demands Helpful Information

THE U. S. Department of Agriculture asked a large number of farmers what sort of radio programs they prefer. The replies showed that farmers do not care for jazz or frivolous entertainment. They like old-time airs and classical music. But above everything else, they prefer serious, instructive talks.

We could have told the Government of these preferences of the farmer. The Standard Farm Papers long ago found that the farmer is serious-minded.

He is interested in making a success of his work. He is anxious to raise his standard of living. He wants his family to enjoy every available comfort. He aims to give his children a good education.

The farmer is always eager to receive any information that will help him to achieve his ambitions.

The Standard Farm Papers are edited with the view of giving the farmer the information he wants. They devote space to every department of rural life. They are well balanced editorially, neglecting no important farm activity.

That explains why the Standard Farm Papers have the Loyalty of their subscribers. And of course, any paper that has Reader Loyalty, also has Dealer Influence.

With these Standard Farm Papers you can focus on the states you want to reach, and thus get local prestige, plus national effort where you need it most:

The Nebraska Farmer The Farmer, St. Paul

The American Agriculturist

The Wisconsin Agriculturist

The Progressive Farmer The Prairie Farmer

Wallaces' Farmer Hoard's Dairyman

The Breeder's Gazette Pacific Rural Press

THE STANDARD FARM PAPERS

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

Willard R. Downing, Eastern Mgr. Courtney D. Freeman, Western Mgr. 307 North Michigan Ave. 250 Park Ave.

San Francisco, Kohl Bldg.

PRINTERS' INK

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VOL. CXLI

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NEW YORK, OCTOBER 20, 1927

No. 3

Don't Be Afraid to Tell Dealers What You Expect Them to Do

It's Time Manufacturers Tried Some Reverse English on This Problem of Dealer Co-operation

By Wilfred Kean

Assistant Sales Manager, The Estate Stove Company

WHEN the standing of our salesmen was computed for the year 1926, the list was headed by two men who had one outstanding trait in common. Both men had a good idea, not only of what they should do for their dealers to help them move our merchandise, but also what definite efforts to expect from the dealers themselves. Moreover, they were not afraid to tell the dealers what they should do, and to insist on this being done. We give our dealers the exclusive sale of our products, and these salesmen have a firm conviction that, when a dealer accepts the privileges afforded by the exclusive agency, he should also be willing to accept certain responsibilities, and that these should be no more optional or less definite than those we ourselves accept.

Perhaps there is a lesson in this. Perhaps we have been too easy in our demands on our dealers, perhaps there has been too much supplication for co-operation on their part, and not enough insistence. After all, if you manufacture a specialty which you distribute through retailers to whom you give exclusive sales rights in their territories, the merchandising of your product on a retail basis is a co-operative undertaking between you and each dealer. Your distributor makes certain definite demands on you,

and expects you to meet them satisfactorily. First of all, he expects you to protect him fully, to decline any business that might come to you through other channels in his territory. He expects you to furnish him merchandise with a prime sales appeal; he expects uniform quality; he expects you to create a certain consumer demand on which he can cash in with a minimum of effort; he expects you to help him educate his retail salespeople and make them more efficient, not only in selling your line but in their other ser-vices to him; he expects you to suggest feasible and practical sales plans and sales ideas; to furnish him with dealer helps; to do a thousand and one other things that he thinks he has a right to expect from you. Why should you do all of this for your dis-tributor, turn over to him your established good-will, without receiving some adequate return, at least in the form of intelligent, conscientious, and consistent ef-fort? Why should not the entire venture be a co-operative one? Why should the amount of the dealer's co-operation be left entirely to his own option, instead of being obligatory on his part, just the same as yours is obligatory on your part?

You have a certain investment in the territory that each retail distributor covers. That territory

Table of Contents on page 218

must produce its share of your self-imposed quota of total business to offset its share of your general advertising expenses, overhead, and general sales efforts. You have a right to expect these returns from each territory, and consequently you have at least a moral right to insist upon the dealer doing his share of the work necessary to produce a profitable volume for you in that territory. Above all, your salesmen, whose entire means of livelihood and chances of success and growth are wrapped up in that territory, should be able to and have courage enough to insist on the dealer doing his share.

No doubt you have a well defined idea of what the retail distributor should do to develop his business on your products. Your salesmen probably have an equally well-defined idea. The question is not quite so much one of what should be done, as how to get the

dealer to do it. Of course, the best way to con-vince the dealer that he should do certain things and get him to do them, is to show him that it is profitable for him to do so. But there are times when no amount of logic and reasoning will cause the dealer really to put his efforts behind your product, even though he may be convinced that it would be profitable for him to do so. The pressure of other affairs or just natural indolence may prevent him, or he may just continue to postpone his start "for a few days or weeks." Here the average salesman falls down. He is afraid to jeopardize the friendship he has built with the dealer by insisting on proper efforts on the dealer's part. He is afraid of antagonizing the dealer. He is so thoroughly drilled in the belief that close friendship is necessary to carry on a profitable business, that he never contemplates the possibility of exerting any pressure on the dealer after persuasion has failed. Friendship with his accounts is usually an asset to any salesman, but not when it interferes with his getting the business to which he is entitled.

Either of the two salesmen mentioned is probably welcomed at the homes of any of his customers and both call many of them by their first names. But they are not afraid, when necessary, to be a little more severe or firm rather than rely entirely upon urging or friendship. It is not likely that you can exercise an autocratic supervision over your dealers, but both you and your salesmen have a right to expect certain definite efforts from the dealer in return for the advantages you are offering him, in direct proportion to the sales possibilities of your line in that territory, and its value to the dealer.

Just what to expect from the dealer is naturally an individual problem with each manufacturer. There are, however, a few general forms of co-operation any manufacturer may expect. You need not apologize to the dealer for asking him to adopt them, because you can show that each means extra profit to him. Here are some of them:

1. To carry an adequate stock of your merchandise.

What constitutes an adequate stock depends, of course, entirely upon your proposition. It may be three units or 3,000 units. In very few cases would it seem possible for a dealer to have an adequate stock if he had less than three units of your product, even though he should be the smallest of small-town dealers, and your product a high-price specialty. He should always have at least one to make immediate delivery, one to display in the store or window, another which he can take to his prospect for a demonstration without robbing his store stock. The dealer who takes orders from just one sample is often called upon to make immediate delivery. Then while he is out of stock for two or three weeks waiting for another shipment, your product is not dis-played. With it out of sight he

THE VOICE OF



VILLAGE AMERICA



Automobile ownership

RECENT figures compiled by the National Automobile Chamber of Commerce again emphasize the tremendous buying power of Village America.

23% of all automobiles are registered from cities of over 100,000 where 26% of the people of the United States live.

27% of all automobiles are registered from towns of 1,000 to 10,000 where 19% of the people live.

28% of all automobiles are registered from towns of less than x,000, including rural, where 38% of the people live.

Approximately 70% of Christian Herald's circulation is in towns of 10,000 and under. Christian Herald readers are leaders in their communities—with the means to buy automobiles—or anything else they want! May we show you tangible evidence of their responsiveness to advertising?

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does not think about pushing its sale, and practically all sales efforts on your product are stopped until new stock arrives. If a prospect should come into the dealer's store and ask about your product, the presentation will be far less effective because there is no sample to demonstrate.

2. To tie up with your national sales campaigns.

The cumulative strength of all the other dealers who are putting on this campaign at the same time, as well as your national advertising, add strength and productivity to the dealer's own efforts.

3. To tie up locally with your national advertising.

No matter how great the reputation of the dealer's store may be locally, it is seldom as great as that of the nationally known trade-marks which he may fea-ture in his advertising. These ture in his advertising. trade-marks will help him sell other merchandise. Probably most of the items in his store are not trade-marked, and are bought largely on the strength of the customer's faith in the dealer. This faith is largely established by the class of well-known products that the dealer carries. Many of his customers are drawn into his store because he advertises a few products that they know well, and he is enabled to sell them other merchandise on the strength of the advertising he does on the two or three or four nationally advertised products that he carries. advertising of your specialty therefore, cannot be justly charged altogether against the sale of your products, but a large part should be charged to general publicity.

4. To put energetic specialty sales efforts behind your product outside of the store.

Specialty sales efforts mean going out after prospects instead of waiting for them to come to the store. It means canvassing in sections where the prospects may be found, getting names of new prospects from present users, calling your product to the atten-

tion of people who come for other merchandise, and any other efforts that really create sales.

5. To give your product proper display.

No amount of catalog description, no verbal efforts, will ever equal the sight and demonstration of the actual merchandise in effectiveness.

6. To carry a minimum of competing or conflicting lines.

Most dealers carry entirely too many lines of the same kind of merchandise. They do not have enough money tied up in any one of these lines to warrant pushing its sale, and, as a result, they limit their total sale of products of that kind.

In specialty selling the dealer must build his advertising and sales talk around features, characteristics that make one product When too better than others. many competitive lines are carried, this is difficult. The clerks find it hard, often impossible, to learn the selling points of several competitive lines. The customer is often in doubt as to which line to buy, and may end by not buying at all or by buying somewhere Where only one line of a else. type is carried, or at the most a few, the retail salesmen can learn the selling points of this line, and by thorough familiarity arouse an enthusiasm in their sales presentation that it will be impossible to get if they have to divide their efforts among a number of lines. The arguments used in the advertising will also be strengthened and become more impressive. Concentration on one line prevents an accumulation of odds and ends, avoids over-stocking, and enables the dealer to do a larger business with a smaller investment. becomes known as a real merchant, a worth-while account, with one house, instead of being merely an item on the sales ledgers of a number of concerns. He makes it worth while for that one house to furnish him with real sales helps, deals with one salesman in-(Continued on page 189)

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Playing for you?

Each one of these fellows knows how to "blow his own horn." Like regular musicians, they take pride in their instruments. Some of them are in the "Sweet Patootie 5" which plays for their Saturday night high school hops throughout the year.

These fellows can hold their own with a lot of professionals. Whether it's an E flat "sax" or a viola, they know their notes! And it isn't only musical instruments with which they're in tune. They are right on the band wagon with almost everything that's manufactured. What's more, the products which they enthuse about are man-sized. If it's clothes, they buy them. In your sizes and up-to-the-minute in style. If it's athletic togs, cameras, fountain pens, what-not, that you're selling to grown-ups, you're selling to these near-men also.

Half a million ready buyers, 80% of whom are of high school age, read THE AMERICAN BOY—the publication that has won their confidence and loyalty. Its say-so determines many of their buying habits. Put your advertising in the columns of THE AMERICAN BOY. Win these fellows over to your side. Start them "playing for you"—now. Copy received by December 10th will appear in February.

The American Boy

Detroit

Michigan

J. WALTER THOMPSON COMPANY

Through five strategically located offices in the United States, and through seven foreign offices which cover Europe with equal thoroughness, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

NEW YORK

GRAYBAR BUILDING 420 LEXINGTON AVENUE

CHICAGO

WRIGLEY BUILDING
410 NORTH MICHIGAN AVENUE

BOSTON

SO BOYLSTON STREET

CINCINNATI

FIRST NATIONAL BANK BUILDING

SAN FRANCISCO

KOHL BUILDING

LONDON

BUSH HOUSE ALDWYCH, W. C. 2

PARIS
16 RUE DE GRAMMONT

MADRID, SPAIN

PI Y MARGALL 9

COPENHAGEN, DENMARK

AXELBORG

BERLIN, GERMANY

SCHENKER HAUS UNTER DEN LINDEN 39

ANTWERP, BELGIUM

107, PLACE DE MEIR

ALEXANDRIA, EGYPT

12, RUE CHERIF PACHA

Eighty-Year Old Product Enters National Advertising

Magazine Campaign for Church & Dwight Baking Soda Features In Use as Dentifrice and Toilet Accessory

By E. D. Church

President, Church & Dwight Co., Inc.

[EDITORIAL NOTE: "Cow Brand" and "Arm & Hammer" baking soda are two grocery-store articles which have attained wide distribution without publication adwide distribution without publication advertising. For the first time in the history of these two products, advertising in national periodicals and newspapers is being used this year. The newspaper campaign ran in selected territories d u r in g the early months of the year; the periodical campaign, which includes many full nage, advertisements

full-page advertisements in color, is being used this fall and winter. Because this periodical

advertising offers these two well-known, grocery-store products as a den-tifrice, thereby seeking a new market through store channels of distribution, in addition to present grocery-store disnew market through drugpresent grocery-store dis-tribution, PRINTERS INK asked Mr. Church to ex-plain why the company puts out two trade-marked brands of an identical product and why the kitchen uses of the two products are now being subordinated in the pe-riodical advertising to the toilet or bathroom uses. Mr. Church's comments follow.]

VER eighty years ago, John Dwight and his brother-inlaw, Dr. Austin Church, started the manufacture, packing and distribution of baking soda, or, as it

was known in those days, saleratus or aerated salt.

Packing was done by hand. Distribution was confined to local

territory and the entire process, as compared to modern automatic sanitary methods, was crude. In 1847 the firm of John Dwight

& Company was formed. Eighteen years later Dr. Church with his two sons, James A. and E. Dwight Church, the father and uncle of the president of the present corpora-

established a tion, partnership known as Church & Company and adopted the now famous Arm and Hammer as their trade-mark Later John Dwight & Company adopted the Cow Brand as the



NEW USES FURNISH THE COPY THEME FOR STILL ANOTHER ADVERTISES.

identifying mark of their product. In 1896 the two companies came together under the name of the Church & Dwight Company, now Church & Dwight Co., Inc. Both Arm & Hammer and Cow Brand are the same identical thing, but each individual brand was continued. Expense was reduced by selling each brand in restricted territories although in some spots both brands can be found.

It is a common thing to hear of

Its



J. W. Howell, General Manager Warfield-Pratt-Howell Co., wholesale grocers, Des Moines, says:

"The fastest selling items in our stocks are the food products which are regularly advertised in The Des Moines Register and Tribune. I consider it, by all odds, the best advertising medium for covering the state of Iowa."

More than 220,000 daily circulation—99% concentrated in Iowa. Read in every section of the state.

buyers insisting on one of these brands because of the belief that it is so much better than the other in spite of the fact that the only difference is in the printing on the container.

Methods of merchandising have been through the usual channels of grocery jobber to retailer.

Baking soda has always been popular as a cooking ingredient and as a relief from indigestion, but it is surprising even yet to find the number of people who do not know that baking soda is bicarbonate of soda. As we say in our advertising copy, "It is pure bicarbonate of soda of the highest quality; its purity exceeds the U. S. P. Standards."

In our booklets we have for years been advising the use of baking soda in the early stages of a cold-recently this idea has been recommended by medical writers and our first thought was to ride along on this wave of popularity. But it struck us that would come pretty close to the patent medicine field, and the uses of baking soda are so many that there was no point in limiting our appeal.

In almost every kitchen a carton of either one or the other of our brands of baking soda may be found, but we hope to increase consumption by acquainting the housewife with some additional uses. Our two booklets, "A Friend in Need" and "Good Things to Eat," contain sixty-eight different uses for baking soda. In our newspaper advertising we decided to show several of the more popular uses, taking them in turn, featuring one and bringing in the secondary thoughts. others as Illustrations showed both Arm & Hammer and Cow Brand packages.

In the national periodical field we changed our layout somewhat. Illustrating both packages was a little confusing so we featured only the more popular—the Arm & Hammer Brand-and in the copy stressed the fact that Arm & and Cow Brand are Hammer

Instead of relating several uses, we mention only two-the use of soda for bathing and as a dentifrice-then feature the fact that there are sixty-eight uses, ending with an invitation in the form of a coupon to send for booklet.

We feel that if we get sufficient booklets in the hands of housewives explaining how baking soda is good for scalds or burns—washing baby's bottles—cleaning silver-relief for sunburn, etc., we will soon have two spoonfuls consumed where only one was consumed before.

Joseph Richards Agency Elects Newcomb and Fairchild

At a meeting of the directors of Joseph Richards Company, Inc., New York advertising agency, for the election of officers, Robert M. Newcomb was made vice-president and Willard Fairchild, secretary. Both men were also elected to the board of directors.

Mr. Newcomb has been manager of the service department for the last four years, and Mr. Fairchild has been at manager of the company for two years. The officers of the agency now are: Joseph A. Richards, chairman of the board; Milton Towne, president; Courlland N. Smith, vice-president and general manager; Mr. Newcomb, vice-president, and Mr. Fairchild, secretary.

J. E. Redman, Sales Manager, American Bosch Magneto

J. E. Redman, assistant to the president of the American Bosch Magneto Corporation, Springfield, Mass., has been appointed general sales manager. He joined the company last spring. Wallace B. Blood has been made sales promotion manager.

Comet Rice Account to Cecil, Warwick & Cecil

The Comet Rice Company, New York. has appointed Cecil, Warwick & Cecil, Inc., advertising agency, to direct the advertising of Comet rice. This account will be handled from the New York office of this agency.

Glenn Snyder with "The Wisconsin Agriculturist"

Glenn Snyder has joined The Wis-consin Agriculturies, Racine, Wis, as advertising manager. For the last sev-eral years he has been advertising man-ager of The Nebrashs Farmer, Lincoln, Nebr.

Advanced by New York "Herald Tribune"

John Apeler, formerly of the national advertising staff of the New York Herald Tribuse will cover publishers' advertising for its weekly book review. He will be assisted by Bert Moyer.

H

MILWAUKEE-First City in Diversity of Industries!

A New Opportunity for Color Advertisers!

ON October 16 more than threequarters of a million regular readers of The Sunday Milwaukee Journal and thousands of new readers marveled at the beautiful pictures in the first issue of the new Sunday Journal colorgravure picture section.

Wisconsin's only monotone roto section and the black and white sections in The Sunday Journal have made possible remarkable results for national advertisers in the rich and stable Milwaukee-Wisconsin market.

Write now for complete information on the newest selling opportunity available to advertisers here—colorgravure—which displays and describes products with the most effective realism known to the color printing art.

THE MILWAUKEE JOURNAL

WISCONSIN-First State in Value of Dairy Products!

Madison Street Entrance to Mandel Brothers The Adv

THE CHICAGO

NEW YORK J. B. Woodward 110 E. 42d St.

-Advertising CHICAGO

Woodward & Kelly 360 N. Michigan Ave. MEMBER OF THE 100,000

Average Daily Net Paid Circulation for September

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DETR dward Fine A DUP OF

Street ce to del iera Number nine of a series dealing with facts, not theories, about advertising practice among Chicago's leading retail merchants.

Mandel Brothers

Mandel Brothers placed 479,854 agate lines of display advertising with The Chicago Daily News in 1926. 203,058 agate lines in the first six months of 1927.

Chicago department stores placed a total of 7.041,401 agate lines of display adverting with The Daily News in 1808. 4,4702,-018 more lines, than in the highest daily morning paper. . 4,389,214 more lines than in the sext highest evening paper.

GODAILY NEWS

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DETROIT SAN FRANCISCO
codward & Kelly
Fine Arts Bidg. 253 First National Bank Bidg.

DUP OF AMERICAN CITIES

ember 7-440,131-95 Per Cent in Chicago and Suburbs

306% of all the oil produced in the entire United States comes from within 75 miles of OKLAHOMA CITY

Five years ago scarcely an oil field appeared within 75 miles of Oklahoma City. Today this is the geographical center of the vast mid-continent area.

This approach of cil toward Oklahoma City has stimulated business activity and the growth and development of the city.

A complete résumé of the relation of oil to Oklahoma City is contained in this booklet just published by the Oklahoma Publishing Company. Write for a copy today.



OKLAHOMA CITY TIMES

Thoroughly and alone cover the Oklahoma City Market



E.KATZ SPECIAL ADVERTISING AGENCY New York Chicago Detroit Kansas City Atlanta San Francisco

We Couldn't Get Along Without Salesmen's Reports

Our Salesmen Must Make a Report on Every Call-These Reports Help Us to Help the Salesmen

By James A. Reardon

Secretary, The Reardon Company

H. DEUTE'S article on "Just A. What Are Salesmen's Reports Really Good For?" in the August 11 issue of PRINTERS' INK came to me as a direct challenge ... for I use salesmen's reports every day of the business year.

I admit that there is almost enough paper wasted by salesmen every day in making out useless and unused reports to keep a busy mail-order house supplied for a year. But you mustn't blame all of us because there are so-called sales managers who figure that the men under them are kept out of mischief when they're filling in "Number of Calls Made," "Why?" "Color of Prospect's Hair," and other valuable (?) information that is never used.

Now, I use salesmen's reports ... use them every day ... couldn't get on without them. Our salesmen must turn in a report of every call they make. When the salesman sees how we use these reports there's never any trouble in

getting them.

Now, to get my slant on the question of reports, I'll tell you a little about our business. Reardon Company manufactures water paints-nothing else-and operates plants in St. Louis and Warehouse stocks are carried in various large cities for the convenience of the trade. We sell only to the wholesale paint, hardware and building material trades and ten men cover the entire United States and lower Canada. "Some job!" you say. It is. Nat-urally, the men get around only once or twice a year, so the information we get on the salesmen's reports proves exceedingly helpful to us in maintaining contact between calls (by direct mail) with prospects and customers.

The report used is a small affair

on an 81/2 by 11 inch sheet. Here's what it has on it:

Firm Name.
 Street and Number.

2. Street and Number.
3. City and State.
4. Buyer's Name and Title.
5. Has He Authority to Change Lincs?
6. If Not, Who Has?
7. Buy Competitive?
8. Quantity.
9. Other information.

Numbers 1, 2, 3 and 4 may be found on any report; but note the next two, numbers 5 and 6. Mr. Jones, of Smith & Co., may enjoy the title "director of purchases," but he purchases only after Mr. Smith selects the lines which they are to handle. Difficult information to secure? Surely, but selling goods is difficult, too, isn't it? We usually get this information-it may be termed "helpful informa-tion."

VALUABLE INFORMATION REGARDING COMPETITION

Numbers 7 and 8 may be found on scads of reports; sometimes they mean something, sometimes they don't. Inasmuch as water paints are divided into five classifications (interior cold water paint, exterior cold water paint, hot water kalsomine, cold water kalsomine and cement paint), the competitive brand name in this space indicates to us the type of product for which The question of he is a prospect. quantity is sometimes difficult to have answered, but you'll remember that a salesman takes seriously the abjuration in the Bible: "Ask and ye shall receive." When we get information of this kind we use it, for doesn't a "big" buyer get more attention than the little one from most of us?

Under number 9 there is usually a veritable gold mine of choice information. Were I forced to choose between eliminating "Buyer's Name" or "Other Information" from a salesmen's report, I'd eliminate "Buyer's Name" without an instant's hesitation.

For instance, our man calls on the Smith Paint Company and visits with "the boys" out front (contact-men, if you will) before he enters "The Presence." He may learn of a big job he can help land for them; that the boss shot a rotten game of golf yesterday; that there have been a few complaints of the brand of kalsomine they are selling; that Jones & Co., in Springfield, got the State contract this year and that the star salesman of Smith & Co. has a baby—all of this goes on his report and may be used in his conference with "The Presence." The result of his talk is incorporated in the report, and eventually it gets into the office.

Do we use it? It's as welcome (and just as necessary) as orders and checks!

First we attach to the report all the correspondence we have in the files pertaining to the firm on which the report was made. Then we consult Dun and Bradstreet for responsibility and correct spelling of the name. After that the previous correspondence is reviewed, the report digested and the "follow-up" (co-operation with salesmen) starts.

A NATURAL CYCLE

The function of a salesman is, as you know, to sell goods. If he doesn't sell goods he isn't worth a "rap" to himself or to his house. But, in these times of high-pressure sales effort and keen competition, a salesman has another The starriest of star function. salesmen may line up a prospect to the point where he's ready, willing and anxious to buy, but he's stocked for sixty days. The salesman is not scheduled to get back for ninety days. What to do? The answer is "salesmen's reports." A salesman's function, in addition to selling goods, is to co-operate with the house so that the house may co-operate with him. natural cycle.

Let's assume that our salesman,

Mr. Jones, "made" Allopolis to-day. We have three accounts there, so he drops in and pays his respects, chats with "the boys" for a while, gets one order, and then starts to work on the other three jobbers that operate in Allopolis. He opens one new account. There's another very desirable account there, too. We want it. Jones wants it. It's Smith & Co. Mr. Smith listens, asks questions, compares prices and seems favorably impressed-but his stocks are ample for two months. Mr. Jones be back in Allopolis about that time? Mr. Smith has a golf date this afternoon; will Mr. Jones join him? Sorry, leaving town.

The report on Smith & Co. is received and "put through the works," so we write Mr. Smith and thank him for listening to Mr. Jones. We might add that we, too, go out every clear Tuesday afternoon and take from 116 to 146 pokes at a little pill. We tell him we want his business just like Mr. Jones did; we name him delivered prices, just like Mr. Jones did, and we ask him for an order, just like Mr. Jones did.

Then we wait for thirty days. If the order doesn't come in (it often does) we write again; then we wait forty-five days before writing again. Sometimes we do not get any responses. We'll assume that this particular prospect didn't respond to any of the six "follow-up" letters sent him in the ten-month interval between the salesman's calls.

It's time for Mr. Jones to "make" Allopolis again. So we send him his reports of his previous calls upon the trade there, together with copies of all correspondence that has passed between the prospects and ourselves since his last call.

Mr. Jones reads previous reports, reviews the correspondence and decides that Mr. Smith is a "hard nut." He may even tell him that when he calls upon him (and who among us does not get a kick out of being called a hard nut where buying is concerned?).

Then Mr. Jones plans his cam-

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paign. Bear in mind that Mr. Smith has received six letters from the house as the result of the information contained in the salesman's report of his previous call. He's been told of the company's policy; of the quality of the products; quoted prices that Mr. Smith admits are appealing; has been told all about the kind of cooperation he may expect, and has been asked for an order six times.

Probably his sales resistance has been lessened—probably. In any event, he has been reading about the House of Reardon for ten months. When Mr. Jones sends his card in on the second visit, Mr. Smith may say to himself: "Gosh, but they're anxious to serve me"—and the way for the salesman is partly paved and he'll have

smoother sailing.

A salesman represents his house—most assuredly. But why let him bear the burden alone? Help him, for by helping him you're helping yourself. Your customers are just as human as you are; they may want to know what kind of a letter the big chief writes, who is responsible for production—it all helps the salesman, you know.

We consider a letter to the trade announcing a new package, a new product, a new use for one of our products, or a letter asking for an order by mail, helpful to our sales-

men.

What has this to do with salesmen's reports? Nothing—and everything. When a salesman calls and seeks "The Presence" the prospect knows the house and the

salesman is welcome.

Then it's up to said salesman to get the prospect's name on the dotted line or give us some real, live "dope" so that we can cooperate with him in lining the prospect up for his next trip.

No salesmen's reports? Rather

no bookkeeper!

Campbell-Ewald Opens Seattle Office

The Campbell-Ewald Company. Inc., Detroit advertising agency, has opened an office at Seattle, Wash. Steven S. Arnett, for the last five years with the Seattle Times, is resident manager of the new office.

Graybar Electric Sales and Advertising Appointments

Herbert Metz, of the Graybar Electric Company, New York, Graybar electric products, has been appointed general advertising and sales promotion

manager.

E. A. Hawkins has been made general supply sales manager; G. K. Heyer, general telephone and power apparatus sales manager; E. W. Thurston, telephone sales manager and W. H. Leathers, manager of radio and government sales.

Bryan and Thomason Buy Greensboro "Record"

John Stewart Bryan, publisher of the Richmond, Va., News-Leader and S. E. Thomason, publisher of the Tampa, Fla., Tribune, have bought the Greensboro, N. C., Record. Mr. Thomason will be publisher of the Record. Raymond Hahne, formerly with the Chicago Tribune, has been made general manager. Mr. Bryan and Mr. Thomason purchased the Tampa Tribune early this year.

Home Owners Service Institute Appoints R. H. Schooley

Raymond H. Schooley has resigned from the New York Herald Tribuse to accept a position as vice-president of the Home Owners Service Institute, Inc., New York. He was advertising manager of the Herald Tribuse for three years and recently was country circulation manager.

tion manager.

Frank Davidson has been appointed to succeed Mr. Schooley as country cir-

culation manager.

Herbert Tareyton Account to Federal Agency

The Union Tobacco Company, New York, has appointed the Federal Advertising Agency, Inc., New York, to direct the advertising of the Herbert Tareyton brand of cigarettes. This brand was bought recently from the American Tobacco Company.

"The New Yorker" Augments

Harold C. Holley and Sherman F. Glendening have joined the advertising staff of *The New Yorker*, New York. Mr. Holley was formerly with the *International Studio*, New York. Mr. Glendening has been with *Vogue*, also of that city.

Danersk Furniture Account to Erwin, Wasey

The Erskine-Danforth Corporation, Danersk furniture, has appointed Erwin, Wasey & Company, New York, to direct its advertising account.

The Thirteen-Month Calendar Will Need Advertising

There Are Many Obstacles in the Way of the New Calendar but a Huge International Advertising Campaign Would Help Educate People to its Advantages

By Ernest Dudley Chase

Of the Rust Craft Publishers, Inc.

THE article in the September 22 issue of Printers' Ink, "I Agree with George Eastman," by Amos Bradbury, brings up again an idea with tremendous possibilities in it, but nothing will ever come of it unless some one person with time, energy, money and ability takes hold and succeeds in having an international commission study the problems involved, so that all may be satisfied with the punishment sure to follow its adoption and practice in some localities, many industries, and the minds of those who do not or cannot understand.

Theoretically, this idea looks good to many business men, but who can say that a calendar should be evolved to suit business and let the farmer go hang, or to suit the weather conditions in New York, and let those in Rome, or Calcutta, or Cape Town suffer some discomforts, loss of business, or some other penalties?

Mr. Bradbury says that most of the holidays ought to come in the new-timed months of September, October and November, the autumn months. Why should Eastern United States dictate any such gerrymandering of the holidays? Autumn means little to the business man in Albuquerque, or San Diego, or Miami.

I wager that most business men and all workers would rather have their holidays scattered evenly over all the months rather than have them bunched in New York's autumn or Rio de Janeiro's spring.

He says that we may have trouble changing to a new-style calendar. He little dreams of the stone wall he will run up against. In England alone, where custom is one of their dearest possessions, there will be every known obstacle

thrown in the way of the remodelers of their dear calendar year.

In the South, where live millions of negroes, superstitious to the nth degree, we will wave thirteen Friday the thirteenths in their faces each year, and methinks there may be some of New York's honorable citizens who won't relish those fateful days. Shades of Tom Lawson and the gods of chance!

Think of the complications many businesses and whole industries will face by such a change! A readjustment period will be absolutely necessary and must be discounted in advance.

A MAN WITHOUT A BIRTHDAY

What about the fellow who was born on the twenty-ninth of February? The poor man only has a birthday now every four years, but in the new order of things he'll never have a birthday. It is hard enough to remember anniversaries and birthdays now, but what will happen to over one-tenth of all the population who must change their yearly milestones because they fall on the twenty-ninth, thirtieth, or thirty-first of the month?

If human nature remains the same, I guess the calendar business would not suffer much, because calendars will still be a needed device, as they wear out and people like new things, so cheer up, Mr. Calendar-maker.

Just the same, it's a great idea and worthy of every consideration. My advice to its sponsors is to raise a huge fund for advertising purposes and through paid advertising, start five years in advance of the international conferences and educate the people of the world to its advantages and the real need of it.

The Philadelphia Bulletin is averaging 548,952 copies per day!



The high character and tone of The Bulletin make it the preferred newspaper in nearly every Philadelphia home.

The Philadelphia retail trading area consists of about 550,000 homes. And The Bulletin is averaging 548,952 copies per day!

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—



The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

New York Office — 247 Park Avenue (Park-Lexington Building)
Chicago Office — Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit Office — C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco Office — Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

(Copyright 1927, Bulletin Company)

Member of Associated Press

CIF



Buyer Confidence

NEARLY half of all the buyers of food in New York City who read any New York evening newspaper are consistent readers of the New York Evening Journal.

Manufacturers and merchants selling in the New York market know this and place more of their food advertising in the New York Evening Journal than in any other New York newspaper, morning, evening or Sunday.



THE New York Evening Journal printed 53,953 lines of food advertising more than the next nearest New York evening newspaper.*

The New York Evening Journal printed more than twice as much food advertising as the leading New York morning newspaper.*

The New York Evening Journal printed more than five times as much food advertising as the leading New York Sunday newspaper.*

The New York Evening Journal printed 85% more food advertising than the leading New York seven day newspaper.*

The New York Evening Journal has led all the New York newspapers in food advertising for the past five consecutive years.

The New York Evening Journal has led all New York newspapers in grocery chain store advertising for the past six consecutive years.

*First 9 months 1927

CIRCULATION FOR SIX MONTHS ENDING SEPTEMBER 30, 680,681 DAILY NET PAID

NEW YORK EVENING JOURNAL

Greatest Circulation of any Evening Newspaper in America and a QUALITY Circulation at THREE CENTS a Copy Daily and FIVE CENTS a Copy Saturday

913 Hearst Building Chicago, Ill.

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2 COLUMBUS CIRCLE New York City General Motors Building Detroit, Mich.



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Detroit Adds One New Industry Each Week!



A Two and a Half Billion Dollar Market Growing Greater Each Day, Worth Intensive Cultivating

SINCE 1922 Detroit has added a new industry each week, not to mention the doubling or trebling of the giant industries already here. Nor are these new industries solely allied to the automotive industry. An analysis reveals 62 different lines of manufactures—textiles, drugs, chemicals, food products, machine shop products and others. The total value of Detroit-made products for the year 1926 is estimated at \$2,700,000,000—a value that gives but an inkling of Detroit's wealth and potentiality as a market for advertised goods.

Secure a foothold in this market. Invest now in advertising, employing The Detroit News which for 54 years has been the home newspaper of Detroit. A recent survey embracing 77,000 Detroit homes showed The News in 82% of all homes taking an English newspaper. The survey also disclosed the fact that The News has 63% greater circulation in Detroit homes than any other Detroit paper.

The Detroit News

For 54 Years Detroit's HOME Newspaper 346,000 Sunday Circulation 324,000 Weekdays

Two Advertising Agency Vice-Presidents Write a Play

It's a Play on Advertising, Although It Does Not Give a True Picture of the Advertising Business by Any Means

ONCE again the stage looking glass is held up to the advertising profession. This time the mirror is "Send No Money" and, once again, the advertising man finds himself like a visitor at Coney Island trying to recognize himself in the reflection of a trick mirror.

He knows he is no Adonis but can that swelled head, those gang-ling arms and that stringbean physique really be he, as he really is? Of course not. Yet "Send No Money," while not intended by the authors to be taken seriously, holds up for public gaze a characterization of the advertising agent as grotesque as it is untrue.

The play is the brain child of two advertising agency vice-presidents, Owen B. Winter and Arthur Kudner, to whom due allowance should be made for their need to have a villain in their play and their impartiality in making their chosen calling the goat.

Advertising is contending with enough people outside the profession, who are busily engaged in making capital of its weaknesses and at the same time glossing over or covering up its predominant good points. The situation is not helped when those on the inside present the advertising agent as an unethical, ideagrabbing tyrant and bunk artist. All of which is a mild summation of the advertising agent who rants and boasts and attempts to swindle his way through the three acts of "Send No Money."

It had its first out-of-town opening at Great Neck, N. Y., on October 17. The New York première has been postponed to the week of October 31, in order that the play might be detoured to Washington, D. C., for a run during the week of October 24 when the American Association of Advertising Agencies will be in convention. According to a publicity notice from the office of the

authors, this is being done "to give advertising men a chance to see themselves as others see them."

The odds are against recogni-

As the title suggests, the play takes its audiences into the realm of mail-order advertising. Without entering into a discussion of the play's dramatic values, or the public's comprehension of the technical language of advertising, a synopsis of the plot is more than sufficient criticism for a review from an advertising standpoint. Here is the plot:

Act 1, Scene 1:

The curtain goes up on the office of J. Ormsby Power and Staff, advertising agency. Paul Williams, who will arouse the sympathies of struggling young copy writers, is plugging away on a piece of copy. He is continually interrupted by his fellow workers as they troop in with comments on the big chief's success in getting into the newspapers with reports of his address at the Booster's Club.

Power, we learn, boosted newspapers—"always a good idea when you want publicity." "Some little Ivy Lee, eh!" comments one of the staff. Another remarks that one New York newspaper would be out of luck in getting in on a new campaign because it failed

to print Power's picture.

When Power arrives on the scene, he learns that a client is coming to town, thereupon he cancels a talk to be made that evening before an advertising class at the "Y," and orders theater tickets. An appointment with Mr. O'Shaughnessy of the Four A's also is cancelled.

A "TRIM" CAMPAIGN

Metz, an old inventor, calls on Power and gets short shrift until it is learned that he has \$50,000 to spend in marketing an invention. Power drops his abruptness and

suavely guides Metz into his privaté office. At the mention of \$50,000, the clerks smile knowingly at each other, and, in talking about the prospective "killing," tell what a nice "trim" little campaign will soon be in the works.

This scene introduces a love theme. Dolly Ryan, secretary to Power, evinces her interest in Paul. Discouraged, he is thinking of leaving the big city. She tells him he has ability but his ideas are all commandeered by Power who labels them as his own. She reads Paul several chapters on "Power on Purpose"-a do-it-now book for go-getters.

Scene 2

This is laid in Power's private office. Metz describes his invention, a nursing bottle which per-mits the use of paper refills. In-spiration seizes Paul and the product forthwith is named "Metz's No Germ Baby Beaker," a name to roll off the lips of every mother throughout the land. There is talk of channels of distribution, retail outlets, consumer publications, peak month, etc.

Metz hesitates to sign the agency A flippant barrage of contract. trade-marks and slogans is shot The audience, through at him. Power, learns that acres and acres of woodland go into the manufacture of paper; that without advertising half the country would be a wilderness of trees and there would be no Sunday papers. In brief, Power says: "The American public will believe anything you can tell them if you tell them often enough."

Advertisers spend millions. Metz apologetically interrupts to say he has only \$50,000. This checks Power who says that amount will tell the world about the invention. Paul again waxes enthusiastic. Consumer advertising and retail distribution are not needed, the product is a mail-order proposi-tion, he declares. He is fired by Power. Dolly comes to his aid. She is fired. Metz leaves, too,

with the contract unsigned.
Act II. Scene 1.
Six weeks later. Dolly and Paul are working in Metz's office. Every cent has been put into a mail-order campaign. Paul lets the audience in on the secret of mail-It is "Send No order success. Money," which, placed close to a coupon, always hooks the orders. It generates confidence because the public thinks the proposition must be good if no money must accompany the order.

Scene II.

Power learns that the business is to be a success. He calls with his lawyer, Klink. Metz needs money. Power offers to buy a 49 per cent option. Documents his lawyer, Klink. are switched and Metz signs away 51 per cent.

The conversation of the conspirators has been recorded on a dictating machine which has been left running by Dolly. Paul unfortunately breaks the record.

Act 3.

When Power calls to exercise his option, he is told the business is on the rocks but a search of the office reveals 8,000 hidden orders. Metz is shown the contract for 51 per cent but it is suddenly discovered to be unsigned. We learn that this is because Metz signed it with a disappearing ink -another invention. Charges of swindle by Attorney Klink. Counter charges by Dolly who tells the conspirators she has the dictating record machine hidden Power is bluffed.

As Power exits he declares bygones to be by-gones and offers the services of J. Ormsby Power and Staff, proclaiming "'We tell the world,' that's our slogan."

Now that you have read the plot, need anything more be said?

It is thirteen years since advertising was first introduced across the footlights in "It Pays to Advertise" That was conceded to be a brilliant play. Advertising was misrepresented, it is true, but the play came from the pen of one outside the profession.

Surely a business so full of suspense as advertising and so rich in achievements has dramatic possibilities. A play is yet to be written that will bring these to the theater with credit to adver-

tising.

F. H. Kreamer has resigned as sales vice-president of the American Litho-graphic Company, New York.



In Every Living Room Today, There's a Thought for Tomorrow's Needs

EVERY home is a buying headquarters! In every living room today plans and decisions are made that will govern tomorrow's purchases. One need is weighed against another—the merit and the desirability of one product are compared with those of other products—and then definite decisions are made.

Six days a week The INDIANAPOLIS NEWS goes direct to practically every worth-while home in Indianapolis, and to many thousands of the best homes—the key buyers—throughout the 70-mile Indianapolis Radius. . . What a powerful advantage to advertisers seeking greater sales in this rich market!

The INDIANAPOLIS NEWS is essentially a home-delivered, home-read newspaper. It has over 81% coverage of all Indianapolis families, and its city circulation is 93% home-delivered to regular subscribers. The largest daily circulation in Indiana and the most valuable type of circulation!



The INDIANAPOLIS NEWS

DON. BRIDGE, Advertising Manager

New York: DAN A. CARROLL.

Chicago: J. E. LUTZ The Tower Bldg.

Putting Unusual Effects into Backgrounds

There Seems to Be a Pronounced Tendency to Create Relevant Settings for the Story, as Opposed to Meaningless Decorations

By a Commercial Art Manager

IF there must be a "background" to the advertisement, what is the most profitable selection? What will prove at once effective,

visually, and rationally linked with the product?

Advertisers often ignore the intimately obvious. In a search for novelty they overlook their own goods and ideas related to them. problem starts from a simple enough premise: You have a product to show and words to set in type, and there is no urgent, pressing need for elaborate illustration. But the two elements, type and product, require at least a setting to give. individuality to the ad-That is vertisement. when the question of "background" becomes important.

But many advertisers have not discovered that novel backgrounds can be found which will, at the same time, relate to the product. They go in for exotic decoration, for Ben Day tints, for solid blacks and sickly grays. And they let it go at that.

Now and again, in-

stances crop up of the importance of imagination in advertising design. It is shown that with just a little extra effort, these background settings cannot only relate to the product, but beautify and make far more interesting the advertising. vertisers are not always eager to go in for elaborate pictures and fanciful art work. Perhaps they can't afford it. A very little must go a long ways.

There is "Kerite," an insulation

used primarily in problems of the air, of the telephone and the telegraph. It was almost inspirational, therefore, for this advertiser to



QUITE A NUMBER OF ADVERTISERS ARE USING THEIR PRODUCTS AS BACKGROUNDS

photograph cloud effects and permit them to form the logical "backgrounds" for many cam-What could be more beautiful, more imaginative, more attractive as a logical and related background?

This meant no more than for an expert photographer to fare forth and snap studies of clouds. The layout man had only to superim-pose a space for copy. Yet when the advertisement appeared it posHEN an important bank rates a person or a corporation A1 in credit—that rating is absolutely priceless.

When the men and women reached by the Condé Nast Group accept your product as being mighty worthwhile, it would take an industrial and social upheaval to move them out of that opinion.

Many American advertisers have obtained our readers' acceptance and good-will.

They tell us that the like of it is not obtainable elsewhere under the sun. The cost of maintaining it year after year is of minor importance in their annual budgets.

THE GONDÉ NAST GROUP

Vanity Fair Vogue House & Garden
All members of the Audit Bureau of Circulations

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Another Woman's Authority joins

Capper's Farmer



With the November issue, Mrs. W.R.Curry, Agricultural Collegegraduate and widely

known throughout the Midwest as an authority on farm women's problems, joins the staff of Capper's Farmer.

She will be associated with Mrs. Julia Kiene, promi-

nent Home Demonstration Agent and Director of Home Economics, who began her duties as Women's Editor with the current issue.

A farmer's wife and the mother of two children, Mrs. Curry has the Midwest farm woman's point of view.

And like Mrs. Kiene, her entire life has been devoted to the farm woman's problems. Mrs. Curry was



Circulation, 828,000

Published at Topeka, Kansas

THE MIDRIFF OF THE WORLD IN THE

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born and raised on a farm, the eldest of a family of six. Attended county grade and high schools.

Before entering the State Agricultural College, she taught for several years in a rural school.

After graduating from college with high honors, she resumed teaching. Later, she married W. R. Curry,

formerly Supervisor of Voca tional Agriculture in Oklaho ma and Kansas. For the past six vears the Currys have resided on a farm near Gentry, Arkansas, and have special-

ized in poultry raising.
One of Mrs. Curry's hens
recently established a
world's record for consecutive laying.

The selection of practical

farm women like Mrs. Curry and Mrs. Kiene as editors is typical of the valuable service which Capper's Farmer is rendering monthly to more than 828,000 Midwest Farm women. A progressive editorial service—far in advance of any other Farm National—dealing directly with things which are of

vital interest to farm women and children.

That's why
they read
Capper's
Farmer
from cover
to cover.
Month after month.
And follow
its advice
religiously.
That's why

Capper's Farmer is your ideal medium to reach effectively these women who represent the buying power of thousands and thousands of prosperous Midwest farm homes.



farmer

M. L. Crowther Advertising Manager Graybar Building New York City

Kansas, by Arthur Capper

THE MIDWEST OF THE NATION

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A FAMILY MATTER



That is what most purchases are that are made for the home. . . . the logical step before the sale is to manage to get your product talked about IN THE HOME. . . . this is the very thing that our story booklets accomplish. . . . samples of story booklets created for national advertisers will be sent to interested executives

CHARLES FRANCIS PRESS
461 EIGHTH AVENUE, NEW YORK
PRINTING CRAFTS BUILDING

Telephone Lackawanna 4300 sessed fully as much "atmosphere" as the most expensive design in any magazine.

A SPECIFIC EXAMPLE

The Metalace Corporation manufactures grilles for numerous purposes. By making fine, detailed photographs of the product itself,

in its many pattern forms, and superimposing simple mortises over them, a back-ground effect is secured which is not only commercially valuable, as picturing Metalace, but is highly decorative as to design.

These ideas are sometimes so obvious that the advertiser himself is the last to think of them.

The camera, in its ever - widening scope and inventive resourcefulness, has done much to provide novel background themes, closely related, for the most part, to the product advertised. The majority of such subjects are far too complex to draw. Only the camera could reproduce their intricacies accurately and convincingly.

In this field, light is, of course, of superimportance. Unbelievably revolutionary ef-

fects are being secured along these lines. Light, in itself suggestive of action, animates an advertisement admirably.

In one almost weird campaign, studies of the sky during storms provided backgrounds of singular strength. There were masses of black and sinister clouds, split in twain by jagged forks of lightning; backgrounds of the uncanny glow which so often precedes a violent storm, and other equally dramatic and artistic prints, against which copy blocks were superimposed.

The copy angle was based on the future possibilities of trouble, portent of evil, privation in old age. These backgrounds were, therefore, directly in the spirit of the advertiser's message.

A photographer took almost six months to make this collection of pictures. They were in no sense



GOODYRAR PINDS THAT MUD NOT ONLY MAKES AN ATTRACTIVE BACKGROUND, BUT CAN BE CLOSELY TIED UP WITH THE PRODUCT

"faked." It was interesting to observe how these backgrounds attracted the eye, although there were no figures and no accessories save those supplied by nature herself in violent moods.

AERIAL VISTAS AS BACKGROUNDS

A series of background subjects of an institutional character, in industrial magazines, came from remarkable photographs taken of the factory, from above. There were three high hills on three sides of the plant, which incidentally covered many acres, and the

There's a

HAT

camera expert used these, with his long-range lens.

Some of these aerial vistas pictured the different buildings and outhouses as miniature groups, seen from a great distance, with all their intermediate detail of

tracks, raw materials, yards, etc.

Some were snapped at the close of day, when long shadows fell across the vivid panoramas. One in particular appealed strongly, because there were streams of homeward bound men and women in foreground. The prints were enlarged, wisely cut, and composed as backgrounds for double - page spreads. The manufactured article was superimposed over one page, while a small mortise of white was cut from the second page for a very brief message.

The backgrounds were not reproduced full strength. A delicate transparent tone of white was blown over them with an air-brush, to minimize their aggressiveness. But this seemed only to add to the mystery and the romance of the

look-down views. It was an impressive and distinctive campaign in every particular.

Backgrounds, under the newer régime, need not be merely decorative; they can embrace practically any subject, just so long as they form in themselves a species of pattern which will not too emphatically intrude on type and any superimposed object.

The modern background is actually an illustration, telling a story and assisting the general atmosphere of the advertisement. Economic pressure has discouraged the background which is nothing more than a decoration, an ornament.

The processes connected with

Swirl of style to a
DUNLAP



4 THE DUNIAR METROPOLITAN SPECIAL B

UNIAP Han never devices from the path of goo taste - never wander off into eccentricities. They ner styled right, they are made right, and they are conservative but smartly conservative. The hat portrayed is the new Dunlap "Messopolism Special." It looks one to the end of well on most mos, stays bands ies long life and costs but \$8. Others, \$10 to \$40.

> DUNLAP & CO. Skil Fifth Assume, once 47th Street, New York 27 Smith Militigan Assum, Chings, Hilland

-DUNLAP GIVES ITS ADVERTISEMENTS "METROPOLITAN ATMOSPHERE" WITH UNUSUAL BACKGROUNDS

the manufacture of steel became practical backgrounds for a consumer series, and were well received, despite their industrial flavor. The product was one in which steel played a highly important part and the advertiser felt that the raw materials should be featured.

These camera studies, beautiful, by the way, because of their lighting and compositions, were made in one of the largest steel mills in the country, after weeks of preliminary study of the place. Later, in a booklet, they were again used for background purposes, this time printed in a light tone of red, over which black halftones were placed for contrast.

A series that has attracted unusual attention utilized "trick" photographs of buildings - large city

structures, in distorted perspective. It was intended to be a futuristic idea and this achieved with the camera. were to be settings for Dunlap hats for men, and the backgrounds were to create a metropolitan atmosphere.

This photographer faced his camera upward, at sharp angles, at the base of some New York skyscrapers. They were exceedingly odd pictures, but nevertheless com-

Miss Mary Bayne (and 76,000 of her sisters)

They do say the Chicago Evening American is favored by the young woman who works.

Not surprising. Its youth, vigor and flashing spirit appeal strongly to independence.

They like its flash, its aggressiveness, its "punch."

There are in Chicago's "Loop" alone more than 76,000 of Miss Bayne and her sisters. They earn over \$100,000,000 a year, and spend most of it.



A good newspaper

pelling in an age when such things are being done. Over the prints full-strength photos of various models of hats were sur-printed.

Photographing the vastly en-larged microscopic "patterns" of salt, with all their astounding, kaleidoscopic color, gave one ad-vertiser a series of backgrounds of surpassing interest. Nor did they require retouching. Those salt crystals were productive of decorative designing such as no human mind could ever conceive.

In a somewhat similar manner, a business-paper advertisement, water was highly magnified, to the point where its wriggling, twisting, animate life cells and organisms were visible, and the backgrounds did much to clinch copy arguments for a certain filtering system which insured absolutely pure drinking water for schools and public buildings. The machine itself was the dominant note in the layouts and the backgrounds of secondary consideration, despite which the advertiser heard more about the camera-microscope settings than from any other feature of the campaign.

To Direct Advertising of Montgomery Ward Retail Stores

F. C. Heidenger has been appointed general advertising manager of the retail stores of Montgomery Ward & Company. He succeeds Russel A. Brown, who has become sales promotion manager of the Broadway Department Store, Inc., Los Angeles.

Mr. Heidenger formerly was publicity director of The Alms & Doepke Co., Cincinnati, and, more recently, has been sales promotion manager of the M. C. Blatt Company, Atlantic City.

Louisville "Herald-Post" Appoints Business Manager

Morris F. Aronhime has been made business manager of the Louisville, Ky., Herald-Post. He was recently adver-tising manager of the Louisville Courier-Journal and the Louisville Times. His new appointment will take effect November 1.

"Women's Wear Daily" Adds Advanced by New York to Staff

Mrs. Elizabeth Divine, E. Bittan and M. L. Schmidt have joined the selling staff of Women's Wear Daily, New York.

Still Finds Too Many "Aunt Sarahs" in Industry

There are too many "Aunt Sarahı" among some of the older industrial establishments, according to Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce. By this, he explained before the convention of the Associated Business Papers, Inc., at Chicago this week, he refers to those businesses which do not take advantage of new ideas and new machinesses which do not take advantage of new ideas and new machinesses which do not take advantage of new ideas and new machinesses which do not take advantage of new ideas and new machinesses which do not take advantage of new ideas and new machinesses which do not take advantage of new ideas and new machinesses which do not seem to the documents of the doc

"Aunt Sarah," confided Dr. Klein, was a good lady who inherited a shee factory. She insisted that the plant ractory. She insisted that the plant continue to turn out high button shoes because "Uncle Exra" had made it pay in the seventies. Despite the fact that modern business never was more dynamic and volatile than it is today, the speaker declared that there still are a large number of concerns which oper-ate closely on the same policy as Aunt

"Nearly 44 per cent of the machinery in one important industrial group," said Dr. Klein, "is more than ten years old. Dr. Klein, In these days of strenuous competition and constant change, this threatens to get pretty close to the border line of industrial senility."

W. C. Dowd, Jr., President, Charlotte, N. C., "News"

W. C. Dowd, Jr., has been elected president and general manager of the News Publishing Company, Inc., Carlotte, N. C., publisher of the Charlotte News, to succeed the late W. C. Dowd, C. Dowd, Vice-president and W. F. Dowd, Jr., secretary.

Foote & Morgan Elect Officers

Ralph Foote has been elected president of Foote & Morgan, Inc., New York advertising agency. He had been vice-president and secretary and succeeds G. K. Morgan, who has joined Calkins & Holden, Inc., New York advertising agency, in an executive capacity.

W. Shaw-Thomson has become vice-

agency, in an executive capacity.

W. Shaw-Thomson has become vicepresident and secretary and M. C. Lodge,
treasurer. B. Cooke is space buyer.

Postum Buys Log Cabin Products Company

The Postum Company, Inc., New York, Post Toasties, Jell-O, Blue Rib-bon Mayonnaise, etc., will acquire The Log Cabin Products Company, St. Paul, Minn., manufacturer of maple syrup.

"American"

Stanley Syman, for the last four years with the New York American, has been made manager of daily local display advertising.

nt



CIRCULATION

FOR the six months ending September 30, 1927, THE EVENING WORLD reported to the Post Office Department an average daily net sale of 314,491, an increase of 18,759 copies, or 6.3% over the corresponding period last year.

—This is the largest circulation THE EVENING WORLD has had since it adopted the 3-cent price seven years ago.



NEW YORK





The photographs were taken in the combined livinganddining room of Delineator Home Institute

The Delia lady gning lhe

LITTLE STUDIES IN THE ART OF GRACIOUS LIVING

 J_{UST} as a modern home

is run, so Delineator Home Institute is run. On the 15th floor of the Butterick Building, from the morning activities of laundering or ordering supplies, to the late afternoon's tea party, every function of a home is enacted. And in the pages of Delineator, results are



The Delineator lady is going over the necessary budgets for running her home

reported to the million and a third modern women who follow Delineator's lead.

Come and visit the Institute some brisk October day! Perhaps a cup of tea and a chat with Mildred Maddocks Bentley, Director of the Institute, will give you a new idea on your sales or advertising problems.

Delineator

THE BUTTERICK PUBLISHING COMPANY

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perhaps you will be interested in lineage figures as well as circulation here's the score at the end of the third quarter ... 1927 compared to 1926 display advertising in the daily papers.

TIMES	Gain	118,253	
NEWS	Loss	1,242,181	
FREE PRESS	Loss	131,008	

P.S. The figures below will change as soon as Publishers' Statements are issued.

4/	1920	1927
DETROIT TIMES	5,025	241,834*
DETROIT NEWS2	05 911	249,036
DEIROII NEWD 2	00,011	443,030

(City Circulation)

*Evening Except Saturday

The Times is Growing with Detroit

Getting Dealers to Pay for Window Trim Material

More Than 5,000 Retailers Are Paying the National Lamp Works \$5 Annually for Window Display Service

By W. E. Underwood

Advertising Manager, National Lamp Works of The General Electric Company

I HAVE one problem, an interesting one, which I believe but few of you have to meet at present, but which many of you will eventually have to meet. It is the problem of collecting actual cash money from dealers for windowtrim material.

This condition is the result of a policy, now ten years old with my company, whereby we require each of our dealers who receives our monthly window-trim service to pay us \$5 a year for it.

My company manufactures lazda lamps and distributes Mazda them primarily through jobbers We have approxiand dealers. mately 20,000 dealers and, while we have a record of each of these retailers, each of whom is on an annual contract or agency basis, nevertheless these dealers are rarely called upon by our own direct salesmen. They are called upon quite regularly by jobbers' salesmen.

Now, a manufacturer cannot succeed in persuading the jobber's salesman to go very far beyond merely booking orders for his goods. When it comes to a case like my own of getting the jobber's salesman to sell our windowtrim service and get cash for it, well, it just will not work to any great extent.

I do not blame the jobber or his salesman by and large, because the jobber's salesman generally has all he can do to book an order and hurry on to the next retailer.

So far, many of you are con-fronted with similar conditions. If your display material is offered free of charge to the dealer you may simply send it out to all dealers of record, or you may apportion it to jobbers and let them distribute it to dealers.

But if you put a price on it and hold firmly to a policy of no subscription, no material, you must face a real job of selling your window display service and with no effective way open to you other than direct-by-mail solicitation.

That is precisely what we do, everlastingly keeping after the dealer who is not a subscriber until at last the postman brings us his check for \$5 and we can begin immediately to serve him with window trims.

Once we convert him we manage to keep him, getting him to renew his subscription each year thereafter. If his subscription lapses we keep a running fire of letters on his trail until we get him back on the mourner's bench, and I can honestly say that the percentage of failures to book subscription renewals is very small indeed.

5.000 SUBSCRIBERS

Of our total number of 20,000 retailers more than 5,000 are subscribers to our window service. The list is constantly growing and believe that when it reaches 7,500 or 8,000 it will probably include all dealers who are sufficiently active and ambitious to make effective and profitable use of the service.

This is a plain matter of economics. We receive \$5 from the dealer for which we supply win-dow material monthly for a year. In supplying that service our total

cost is about \$23.

Of course we hated to face the music at the start, hated to tell the trade that hereafter we would be hard-boiled and there would be no more free window trims. It took nerve to start back at the bottom

Extracts from a talk delivered October 5, at New York before the annual con-vention of the Window Display Advertising Association.

with no distribution and try to build up a paid circulation, especially when we knew our competitors would make all possible capital out of it by hastening to advise the trade that they still were kind and generous even though the National Lamp Works had suffered from a hardening of the pocketbook.

And, as expected, jobbers and dealers yelled loud and long. They tried to get us to make exceptions and we knew that would be fatal to the new plan, so we sat tight like the proverbial Chinese laundryman, explaining blandly and patiently. No tickee no shirtee."

tiently "No tickee, no shirtee."

That is now all ancient history. The policy has long since been accepted. It works. And many of the jobbers who most bitterly opposed it are now its staunchest supporters.

Our success under this new plan, I believe, is rightly attributed, first, to the very greatly augmented pulling power and attractiveness of the material supplied and the greater care and thoroughness of its preparation and dispatching, and, second, to our continuous direct-mail effort to gain as subscribers all our active dealers.

By spending no less money but concentrating it on fewer retailers, the quality of the display material becomes outstanding and of itself the chief subscription incentive for dealers competing in the same locality with any dealer who is already a subscriber.

We have little trouble on subscription renewals, because the dealer who subscribes for this augmented service cannot help but be impressed by the amount and high quality of it and the effect on his sales becomes immediately evident.

Our drive for new subscriptions is centered on dealers who, without the window service, are still doing better than the average of retail sales. We go after the smaller fellows also, but not as intensively as to the first-mentioned group.

Illustrated folders showing the whole year's service, letters, special offers giving one or two months' service free as a subscription bonus, testimonials from dealers who are subscribers, all of these things are employed to gain circulation.

I find we are constantly planning our material farther and farther ahead because of the need to present in print advance information. Our complete display program for 1928 is already done and the actual materials are on the press. By December 1, booklets and broadsides showing all of this material in full colors will be ready to go to the trade.

SOME ADVANTAGES OF PLANNING AHEAD

And I find that in being forced to plan so far ahead our trims are better and the correlation is better. Our costs are reduced and we avoid the old eleventh-hour rush and madness. Because the materials are ready and waiting long before the required time of distribution, we are on the dot with shipments and the subscriber knows, for example, that his November lamp window material is going to be in his hands before the midddle of October. I used to believe that such a blessed condition on monthly display material was impossible anywhere this side of heaven, because something unexpected always happened. Our art director's grandmother in Kala-mazoo died, the girl who addresses the labels had the heebie jeebies, there was a fire at the lithographer's, or what have you. Those same things still happen, but we now have them happen far enough in advance so they can't wreck our schedule.

And I used to think planning so far ahead was impossible because of the constant business changes, changes in prices and discounts of your product, changes in the product itself and that has proved to be no great difficulty.

Among practical applications, some of the simple things we have learned are quite parallel to the things that many of you have learned, but they are always so important that they bear repetition.

The most important of these is to design window displays not entirely from your own selfish 927

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the New Orleans es-1 lation du the 6 month iod ending 30, 1927

92,157 Daily 128,689 Sunday

The Times-Picagune

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: CONE, ROTHENBURG AND NOEE, INC. Pacific Coast Representatives: R. J. BIDWELL CO.

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point of view, but bearing more in mind what the dealer can and will use.

You cannot expect the average dealer to rush out and buy period furniture, velours and various doo-dads to go with your cutouts and trims. We have found that if he will buy a bit of crêpe paper now and then to help out our trims it is about all we can ask.

You cannot expect the average dealer to spend hours building up some complicated display. You can't expect extraordinary ingenuity and artistic taste. You must not expect him to take any prizes as a card writer. He has neither the time nor ability to shine in these directions. Having learned these things by bitter experience, we now apply certain tests to each set of display materials before we send it out.

First, in the designing, we like to start with a simple pencil roughout of ideas. Perhaps one out of thirty such sketches will be favorably received by the three men who These have a finger in the pie. three are the art director, the display director and the advertising manager. Our art director considers the idea chiefly from the art angle-does it offer a chance for a striking, pleasing, unique illusstration? The display director who is in constant touch with our stration? trade considers it from the trade angle-will it be easy to put in, will it look good in the windows surrounded by our product, will the trade like it? The advertising manager looks at it from these various viewpoints, too, but more especially he is thinking, "has it sales punch?" Will it stop folks and bring them in to buy? If these three men are satisfied with a sketch idea, the next step is to see what it looks like in the case of a cutout full size and in colors in an actual window set-up.

And if the idea is still approved we time ourselves to see how long it takes to start with an empty window and install the display completed. If the average dealer cannot put in the display easily and completely within a period of thirty minutes, the suggested set-up must be revised. We have our own

window-display laboratory with all the necessary accessories where such displays are worked out, set up and photographed.

Each trim or display that we different photographic reproductrimmed, showing the particular cutout or trim material as a center feature and with lamps, cartons, lamp-holders, etc., as well as other electrical goods surrounding Together with the illustration are printed directions telling just how to proceed. If there is a streamer to put on the window, you can bet there's an ample supply of gummed stickers right along with it. Or if we suggest a window card or the use of price tags they will surely be included in the package.

I know that it is attention to practical details like these which gets the manufacturer's display material into the window instead of into the waste basket.

If there is danger that a portion of a cutout may break off in transit because of its shape, you'd much better change the shape rather than chance the disgust of your dealers. Likewise, if a lithographed folded trim is in the least likely to stick or offset, you had better spend extra money and slipsheet it.

SHIP BY EXPRESS

We send our cutouts by express rather than by parcel post. Why? Simply because in that way we have each dealer's receipt for material sent. If he says we failed to take care of him, it requires but a minute to prove whether we did or didn't. If we did, we send him another set of stuff and at the same time we write him a friendly letter expressing our appreciation of his interest in our display stuff and enclosing the receipt indicating that he did receive the first shipment which he evidently has misplaced. When we do fail through some error to take care of him, we admit the fault freely and fully, send a second shipment and extend subscription free month.

Some of our material is sent by

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Florida Ships 91,002 Carloads of Fruits and Vegetables



DURING the shipping season from September 1926 to June of this year, Florida farmers shipped to northern markets a total of 91,002, carloads of fresh fruits and vegetables. Chief among these products were oranges, grapefruit, tomatoes, celery, lettuce, watermelons, potatoes, beans, cucumbers, peppers, cabbage, and strawberries.

When you consider that most of these products were shipped at the season when demand is strongest and prices highest, you realize something of the large value of Florida's agricultural and horticultural production.

Florida farmers received for their products last year nearly two hundred millions of dollars.

Are you advertising to this prosperous market? You can reach a large and important portion of it through advertising in Florida's largest newspaper—the Florida Times-Union. (Country and suburban circulation—Daily, 22,141; Sunday, 21,988. Total circulation—Daily, 50,640; Sunday, 63,430).

The Florida Times-Union

JACKSONVILLE, FLA.

Did you ever before hear of a 6-day paper with Three to One lead in Automotive Accessory lineage over the 7-day?



CINCINNATI

Member Audit Bureau Circulations CHARLES P. TAFT, Publisher

Eastern Representative:

MARTIN L. MARSH Phone Pennsylvania 0408 24 West 40th St., New York City, N. Y. FOR INSTANCE, it took the Times-Star only nine months of 1927 to establish a lead in Tires and Accessories of THREE to ONE—in 6 days for us against the second paper's 7! (An actual lead of over 300,000 display lines.)

AND IT'S HARD to really get this one. The Times-Star's net GAIN in all display classifications for the first 9 months of this year was THREE TIMES the net gain of ALL THE OTHER THREE PAPERS COMBINED!

WHERE is your advertising message in Cincinnati? Times-Star's 19 years of leadership typified by the following figures point where it should be.

ACCESSORY AND TIRE DIS-PLAY LINEAGE FIRST NINE MONTHS 1927

TIMES-STAR 7-DAY PAPER
Accessories . . . 254,353 97,711
Tires 191,887 33,637

446,240 131,348

TIMES-STAR

100,000 Group of American Cities C. H. REMBOLD, Manager

Western Representative:
KELLOGG M. PATTERSON Phone Central 5065
904 Union Trust Bldg., Chicago, Illinois



If It Takes Two Horses to Pull a Load It's Folly to Use One

OWHERE else in the whole length and breadth of America is there a situation like Chicago. A city of a four million trading area . . . and only two morning newspapers. But those two newspapers together cover that trading area as effectively as a tooth fits into its socket. The Herald and Examiner is one of those newspapers, with a million readers daily and over three million on Sundays . . . with a buying budget as beneficent as any merchant may hope for.

THE CHICAGO HERALD AND EXAMINER

September Averages: Daily, 447,490; Sunday, 1,093,429

National Advertising Manager - J. T. McGIVERAN, JR.

EUCLID M. COVINGTON 285 Madison Avenue New York T. C. HOFFMEYER Monadnock Building San Francisco 1027

mail. If a dealer kicks, claiming non-receipt, we send duplicate material and thereafter for six months any material which goes to him by mail is sent registered.

In April, each year, we operate a contest which is largely based on window display. It is open to all dealers, but as we supply no special display material, naturally those dealers who are subscribers to our window service have the best chance of winning.

BASIS OF CONTEST

The contest is based on putting in a window display, asking people who come into the store, "How are you fixed for lamps?", putting a lamp demonstrator on the counter, and finally advertising in the local newspapers or going outside the store to make calls on other stores, factories, etc., in an effort to get added lamp business. Increase in sales for the month of April as against the preceding March is also considered in grading the contestants. Nearly 3,000 dealers entered this year's contest. Of these, 861 qualified by means of their complete reports submitted to be considered in the prize awards.

Ten prizes were offered, the first being a Chevrolet car and so

on down the line.

Now, the really interesting thing about it is that in our business, April is usually not quite so good a sales month as March. This year, all the business done by all our dealers in April was 99 per cent of March business, in other words a slight decrease, but these 861 dealers who were actively in the contest did an April lamp business of 221 per cent of their March lamp business-a net gain of 121 per cent. I know of no better proof of the sales effectiveness of window display, especially when correlated with other dealer sales activity.

F. M. Crommelin Dies at Chicago

F. M. Crommelin, of the Chicago staff of The Nation's Business, Washington, D. C., died at Chicago on October 18. He had been associated with that publica-tion for the last city of the last city for the last city. tion for the last six years.

A Suggestion to Be Pondered by Grocery Retailers

THE HILLS BROTHERS COMPANY NEW YORK, OCTOBER 14, 1927.

Editor of PRINTERS' INE:

Mr. Dale's article ["Will the Grocery Follow the 'Dodo' and the 'Drug' Store!" October 6 issue, page 115] and the ideas it contains are extremely interesting. He is in a fine position to judge the matter whereof he speaks because his principal function is retailing. I haven't a doubt that he had in his mind the development of the Pacific Coast type of chain grocery store, which is so often, if not always, combined with meats and fruits and, in some cases, hardware.

That development is much more cap-able, I believe, of growth on the Pacific Coast than it can ever be in the East. There is more space available for the individual store there than there is here. individual store there than there is here. The intensity of business development in Eastern cities makes it very difficult for a chain store to secure, except at exorbitant rents, space enough to develop along these lines. The result is a strong effort for a minimum of stocks in the individual store, a tendency from which Mr. Dale's suggestion would be a departure.

However, I must say that there seems to me to be a good deal in Mr. Dale's suggestion. The groceryman has his customer in the store almost daily perforce. Why not sell her other convenience items while he has her there?

The Hills Brothers Company,

G. D. Oles, Jr.,

Sales Manager.

American Nokol and Aetna Oil Burners Consolidate

The American Nokol Company, Chicago, manufacturer of the Nokol oil burner and the Aetna Automatic Oil Burner, Inc., Providence, R. I., maker of the Aetna oil burner, have consolidated under the name of the former. Both burners will now be produced at the Chicago factory. the Chicago factory.

New Accounts for Paris & Peart

The Wm. J. Ganz Company, New York, industrial motion pictures, has appointed Paris & Peart, New York advertising agency, to direct its adver-

auvernising agency, to direct its advertising account.

The account of the Shu-Milk Products Corporation, Newark, N. J., shoe dressing, has also been placed with Paris & Peart. Magazines and newspapers will be used.

"The People's Home Journal" Appoints J. D. Hazelton

John D. Hazelton has been appointed to represent The People's Home Journal, New York, in Pennsylvania and the South. He formerly was with Successful Farming, Des Moines, Iowa, and previously was engaged in advertising senere work. agency work.

Shall I Stay Stuck in the Mud?

A Young Man Bawls Out the Older Generation

By a Young Man

ROY DICKINSON'S story, in the September 29 issue of PRINTERS' INK struck home with me. The blow proved so overwhelming that for many hours I found myself thinking and scribbling in amazing confusion. The result is this reply—or rather, comment—on his excellent observations.

Mr. Dickinson is an older man than I. He has his mature viewpoint; I, a less orderly one. His is sound, logical, enlightening.

Mine is-let one see!

Mr. Dickinson told of the young man, his journey to the big city and his plunge into the more highly competitive spirit. He wrote of many incidents and resolved his conclusions in one final paragraph of wisdom. I thank him.

But I am young!

A young man, let us say, feels himself "stuck in the mud." He earns an average salary, \$75 or \$100 a week. He wants larger opportunities. Life has been going on soberly, too soberly to be tolerated, so he thinks. This is ambition. I claim that the restlessness is a good thing. Among advertising men it is essential.

So this young man looks about for the next rung of the ladder. Naturally, he does not look too closely about his own environment. Most firms are ruled by conscience and not by mind. Increases in salary are things of years, not ability. He feels that those who already know him do not have the proper appreciation. Many times he is right.

He thinks in this fashion: He entered the firm for which he now works as a neophyte: It was a stamp upon him which he now does not seem able to erase. The chances are he will remain a neophyte if he sticks, and he will even be a neophyte when he leaves. Old men are cruel to young men!

He remembers incidents in his

own experience. He is convinced that the difference between a young man and an old man is that the young man is broad minded enough to be open to conviction, courteous enough to let his mind be changed! He remembers the time he argued for nearly one hour over the question of commas before "ands." The circular he had presented was almost rejected over a tiny, hooked dot! Why had he argued? Because he had been sick and tired of playing the youth and wanted to be as bull-headed as his boss!

And he knew his boss. He was like all men, old men—"Win a point and you are superior!" Apparently, a youth becomes a man when he can succeed in mentally outdoing someone younger!

He remembers the time he submitted a small campaign. For many nights he sacrificed all pleasure to do something big. Then he submitted the plan. But the boss didn't like it. He blew smoke ruthlessly over the hard labors of the youngster. The campaign was for safety razors! Who buys safety razors!

NO PLACE FOR THE YOUNG MAN

The young man has grown thoroughly disgusted. He applies for a position, a better job, and is interviewed: What is he offered? Advertisers everywhere acclaim the new age, the vitality of youth and the strategy of catering to it. Wise men! Yet a young man seems to have little or no place in the scheme itself.

His complaints grow more serious with the number of his interviews. "What experience have you got?" is what everybody wants to know. Why do they not ask, "What the devil can you do?" But no. He must submit references, recite experiences, jobs. years—all cold, meaningless formalities.

The young man who is sincere

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NET PAID SALE of THE NEW YORK TIMES

Average Daily and Sunday

Year	Copies		Year	Copies
1896	21,516		1913	230,360
1897	22,496		1914	*259,673
1898	25,726		1915	*318,274
1899	76,260		1916	*340,904
1900	82,106		1917	*357,225
1901	102,472		1918	*368,492
1902	105,416	-	1919	*362,971
1903	106,386	200	1920	*342,553
1904	118,786		1921	*348,607
1905	120,710		1922	*356,671
1906	131,140		1923	*362,361
1907	143,460		1924	*383,005
1908	172,880		1925	*382,005
1909	184,317		1926	*391,465
1910	191,981		1927	*430,242
1911	197,375			ed to the Post Office tent for the 6 months ended Sept. 30.

Present Sale
Daily over 400,000

Present Sale Sunday over 675,000

The Times is not returnable by newsdealers.

The New York Times

"All the News That's Fit to Print."

and ambitious has a difficult task to succeed. Why do business men persist in sitting back haughtily, sneering, picking loopholes, jumping as hard as they can on the younger man? If advertising, to help its clients, caters to the younger spirit, why does the advertising fraternity belittle this same element within its own doors? I do not claim that youth must not perpetually be placed on trial—it must—but I do argue that often it knows its tricks thoroughly, far better than many an older man.

Perhaps the gravest error of the employer lies in his illusion that a man's spirit indicates his ability. It does not, especially so in the younger man. The old man is hardened, experienced, sometimes almost stale. Can such a man interpret the spirit of a new age? The young man is enthusiastic, vital. He can be swayed. But because he can be swayed is no proof that he lacks intelligence or that what he does is unsound.

It is a sad fact that the ability of a young man must constantly lay low to his spirit—his immaturity in number of years. An older man will go about a task with much matter-of-factness. But the young man—not with him! His heart and his mind go out. He exhausts his last ounce of energy. What is the outcome? The older man offers his mediocre job (mediocre, at least, when judged by the amount of effort he has expended) and confidently waits for an O.K. The boss is satisfied. His employee is able (old) and what has been developed is good.

The young man goes in. He trembles a bit because his heart lies in the layouts he carries. His achievement represents all. It is his past, his present and his future. The boss picks up the work. In his eye is reflected an image of much that is good. In his mind is a prejudice, an unholy fatherliness. Ability goes down, down. The spirit of the young man alone stands there. It can be picked, licked, scared. Regardless of all the consistency and uniformity of the campaign itself, all that the boss sees is spirit. A young man! Why do the older men profess

such enthusiasm for youth and then exemplify the opposite? Be-cause a man's "eye teeth" do not show is no proof that the man has no eyes! Because a youngster cannot smoke a black cigar safely is no reason why that young man cannot write copy for cigarettesperhaps even good copy for good cigars! A young man feels himself in a rut. Say he has worked hard, progressed, advanced far be-yond his years. But he is young. Must he wait for years to catch up? Will advertising ever recog-nize ability, see ability without traditional or personal transgressions? Cannot a young man get a good job, have people challenge his ability, without submitting him to cross-word puzzle attacks? Or would it be better for him to stay "stuck in the mud," give up the cheerfulness and ecstasy of his youth, mimic his elders, sit tight and wait for the years to roll by?

W. E. Heibel Joins General Electric Company

W. E. Heibel, recently in the advertising department of the American Stove Company, Lorain, Ohio, has joined the advertising staff of the electric refrigeration department of the General Electric Company, Cleveland. He was formerly with Fuller & Smith, Inc., Cleveland.

Gillette Net Profit Increases

The Gillette Safety Razor Company, Boston, reports for the nine months ended September 30, 1927, a net profit of \$10,030,431, after charges and taxes, against \$9,301,463 in the first nine months of 1926

months of 1926.

Net profit for the quarter ended September 30, 1927, amounted to \$3,175,852, after charges and taxes.

Appointed by Experimenter Publishing Company

O. D. Williams, formerly advertising manager of the Walthal Electric Company, radio chain stores, has been appointed director of merchandising of the Experimenter Publishing Company, Inc., New York, publisher of Radio News and other magazines.

T. S. Buechner with General Motors Export

Thomas S. Buechner has joined the advertising department of the General Motors Export Company, New York. He was formerly with Olmstead, Perrin & Leffingwell, Inc., also of New York.

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Wanted:

A New Term in Advertising

A distributor who wishes to move goods from his warehouse to the dealer, pays so much for the job. Whether it takes one big truck or twenty little trucks, he neither knows nor cares.

But when the same distributor wants to move goods from the dealer's shelves to the homes of consumers, he sometimes forgets that it is still simply a "job," and begins to hire trucks-newspaper circulation-not according to capacity but according to numbers, all kinds counting alike.

A term is plainly needed to indicate a newspaper's capacity to perform work, for that is the real thing-the only thing-that advertisers seek.

The Los Angeles Times reaches that part of Los Angeles' population which spends 77% of the money. It excels other local newspapers not merely in quantity of homedelivered circulation, but in its capacity to move goods.

All classes of advertisers—national, local display and want ads-give preference to the Los Angeles Times.

Los Angeles Times

Bastern Representative: Williams, Lawrence & Cresmer Co. 360 N. Michigan Blvd. 285 Madison Ave. 742 Market St. White Henry Stuart Bldg. Chicago New York

Pacific Coast Representative: R. J. Bidwell Company Seattle San Francisco

Putting Personality Into Advertising

One of the Things that Can't Be Taught

DURING the two years past, Lord & Thomas and Logan, purely in an effort to further the Science of Advertising, have attempted to delineate some of its major principles.

Subjects such as "Copy Strategy," "The Most From White Space," "The Common-Sense Planning of Expenditures," "Pictures and Headlines," and a number of others have been taken up and analyzed.

Now a young woman writer writes and asks, "Won't you teach me how to put personality into ads?"

We are sorry, but we can't. For personality, we believe, is one of the factors in advertising that can't be taught.

It is something like the way one wears one's hat. One man pays \$15 for a hat — and looks commonplace. Another pays \$5, puts a dent here, a touch there, sets it on his head at a certain angle and achieves the Bond Street touch.

In the show business, the personality of an actor is summed up as the indefinable quality of "putting himself acrosa."

And that is what makes the names of Sol Smith Russell, Booth, Mansfield, Bernhardt, Maude Adams, E. H. Sothern, John Drew and a few others live while thousands of others are forgotten.

In advertising, putting personality into "Copy" must be regarded as an art—and like all other art, requiring an ability born of instinct.

And instinct can't be taught. The technique of any art or trade can be learned, the mechanics mastered by almost any group of intelligent people. But a peculiar twist of the mind—found in very few individuals—makes the outstanding artist, actor or writer.

The whole history of advertising fails to reveal more than a few score men able to put personality into advertising. In the whole field today, there are probably less than twenty who can.

Advertising needs alike men and women who can, and men and women who can't Both have their places ... the creators and the plodders.

But every advertising campaign, to return the most profit, must be contributed to by both types of mind.

One type to put the spark of personality, upon which all things rest, into it—the other type of mind to painstakingly "carry through."

Thus common-sense advertising principles exact that both the contribution of creative instinct and the balance wheel of commercial soundness be embodied in modern advertising.

LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO

100 North Michigan Avenue

LOS ANGELES
1151 South Broadway

NEW YORK 147 Park Avenue WASHINGTON 400 Hibbs Building

LONDON
Victoria Embankment
SAN FRANCISCO
225 Bush Street

Each Lord & Thomas and Lagan establishment is a complete advertising agency, self consumal; collaborating with other Lord & Thomas and Lagan unies to the client's interest

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YOU can form a good idea of THE FARMER'S coverage of the prosperous Northwest by making a census of R. F. D. boxes.

Circulation is built on a consistent plan. It parallels density and presperity of farm population. On the average you are safe in assuming that at least every other box in the best counties receives each week a copy of THE FARMER.

It goes where merchandise goes and enables you to give your dealers real help. Farm coverage is important in a territory where 51.2% of the families live on farms.

Reach these farmers with their dependable year 'round dairy income.



Standard Farm Papers, Inc., 307 No. Michigan Ave., Chicago, Ill.



Wallace C. Richardson, Inc., 250 Park Avenue, New York

A Northwestern Institution Since 1882
Member Standard Farm Paper Unit

The Space Buyer's Yardsticks Inch by Inch

The Fourth Standard of Measurement Is Merchandising Co-operation-Least Important, Yet Not to Be Overlooked

By Duane D. Iones

Of Lord & Thomas and Logan, Los Angeles

WE live in a three-dimension world. It has length, breadth and height, and there it ends, ap-But theorists say: three dimensions, why not a fourth? And a fifth, or even fourth? more?"

The fourth dimension of space is a fascinating field of intellectual

speculation.

In measuring newspaper values, the seasoned space buyer applies his three yardsticks of Circulation, Prestige and Lineage. These tell him how many people read the paper, what kind of people they are, and to what extent advertisers patronize the paper as a result of this circulation and prestige. Three dimensions-is there a fourth?

Yes, a fourth dimension is often created by the publisher of the newspaper in the form of Mer-chandising Co-operation. The publisher says to the advertiser: "Come, now that you have gauged these three first values, if you advertise in my paper I will help you in the highly important work of tying up with the retail merchants of my community, so they will stock and display and sell your product at the time it is being advertised.'

Many newspapers now maintain special service departments for this purpose. Their experts collect information about the mercantile outlets of the community. Merchants are informed of advertising campaigns that are coming. Close teamwork between merchant and advertiser is urged by the publisher, so the consuming public

may obtain the advertised goods most conveniently, and the retailers and jobbers profit to the utmost by increased sales.

1. What Merchandising operation Generally Embraces.

In its broadest sense, Merchandising Co-operation offers the advertiser special services of the following kind:

Introducing advertisers' specialty salesmen to jobbers.
Furnishing windows where advertisers may display goods. Securing window

displays among

Furnishing dealer route lists to adver-

salesmen. Notifying dealers of forthcoming ad-

vertising campaigns.

Educating to the value of these campaigns in securing increased sales.

Making market surveys for adver-

tisers.
Mailing broadsides of campaign to dealers.

Preparing sales portfolios of the cam-

paign.
Mailing advertisers' literature regarding campaigns.
Collecting window displays after cam-

paign is over.

Publishing trade papers which notify dealers of forthcoming campaigns and educate them to the general value of local advertising.

Of course, few, if any, newspapers do all of these things. It would be an unusual newspaper that did more than half of them. However, nearly every newspaper does some of them, and if an advertiser is covering even a few communities, he will be offered his option of all, by different publishers.

Therefore, in selecting mediums, the space buyer must decide which of these special things, if any, are desirable for the greater success of the campaign. The result has of the campaign. The result has to be calculated; it may be more efficient for the advertiser to make

This is the fourth of a series of five articles by Mr. Jones. The first article appeared in the September 29, 1927, issue, page 117; the second in the October 6 issue, page 57, and the third in the October 13 issue, page 129.

his own market survey, for instance, than to let a publisher do it. On the other hand, there may be ready prepared data on markets which will save him making a survey.

2. Measuring With This Yard-stick.

The kinds of service offered by each newspaper are usually set forth in the sales arguments of its solicitors when they call upon space buyers and advertisers. Also, in the printed matter furnished for the data files, as well as in advertising journals. Very often, this form of service is put forward with a flourish, as something not given by competing papers. Some-times this claim is true. But the value of standardization has been seen here, too, and some publishers have adopted American News-paper Publishers' Association regulations governing what they will and will not give in the way of Merchandising Co-operation. credulous space buyer might think, however, that some publishers are much more interested in rendering special service than others by the way in which it is offered.

In Merchandising Co-operation the publisher has created something to "trade with," as well as originated special service which he thinks will be genuinely helpful to the advertiser. Circulation is really standard; Prestige and Lineage are becoming more so every year, but Merchandising Co-operation is something through which the newspaper tries to make a unique tie-up with its community, and is marked by cleverness and

strong selling claims.

Every publisher has the right to create his own special form of Merchandising Co-operation, of course. I am merely speaking for the space buyer, and the reader may consider me "hard boiled" if he wants to. The space buyer will let the space seller call him any names that relieve feelings. But he will be a space buyer still, a purchasing agent for the advertiser, responsible to the latter for spending his money to get the best possible results. He will put Merchandising Co-operation on the

scales and weigh it, like other factors. We are concerned here principally with how that is to be done.

The first thing to do, and the most direct and obvious method, is to compare the circulation and rate of the newspaper offering such service with others in its community, just as though no special service were involved. How does that paper compare, in circulation and class of readers reached, with others of similar character, on a bare basis of cost for advertising space?

It will generally be found that something is charged for merchandising service. For such work cannot be carried on for nothing. The kind of employees who make investigations and call upon the merchants must be employed regularly. The cost is in the overhead expenses of the newspaper. So it is generally "in the rate," and this comparison shows that, and also tells the space buyer how much he is paying for special service.

Then he is in a position to decide whether such service is worth paying for as an element in the particular kind of advertising campaign he has in hand.

It may be said, however, that the cost of Merchandising Co-operation does not always reflect itself in the rate. The writer knows of many papers that offer maximum co-operation, at lower milline rates than their competitors. This may be due to many causes, such as the publisher's desire to make an investment in Merchandising Co-operation as a means of fostering future good-will among advertisers. In this case, Merchandising Co-operation is a "bargain" for advertisers who need it.

3. How Much Merchandising Co-operation Can Be Used?

This brings the space buyer to an analysis of the advertiser's needs. There is a vast difference between the big advertiser and the small one, the old advertiser and the beginner, the advertiser in a field like food, where the outlets are many, and the concern that is selling through a few merchants, as with jewelry or pianos. The large concern, with an advertising

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1,099,735

-was the average net paid circulation of the Sunday New York American for six months ending September 30, 1927.

more than 16,000 gain over same period of a year ago

During this period the Sunday New York American attained the largest circulation in its history for a similar six months' period.

No other standard Sunday newspaper covers New York and its Golden Suburbs as does the Sunday New York Americanand at 10c a copy-50% more than for other Sunday newspapers. Dominate the New York Market with the-

Sunday New York American

"The Backbone of New York Advertising"

NEW YORK 1834 Broadway

35 E. Wacker Drive 5 Winthrop Square

CHICAGO BOSTON

SAN FRANCISCO Monadnock Building background, probably has as intimate an acquaintance with the trade in the publisher's community as have his own service men, and it would be unwise to pay for work already done. The advertiser entering new territory may have experience and facilities for doing this preliminary spade work better than the publisher's service staff. Even a small advertiser may be hampered more than helped by special service.

For example, in the Pacific Coast region, with which I am most familiar at present, there are hundreds of small manufacturers who were formerly salesmen in various trades. A traveling salesman in the food field, say, embarks in business for himself, starting a small factory. He secures distribution around the factory, and branches out into other territory, until he has covered the Pacific Coast. If he is successful in this -and many are-the time will come when he can afford advertising, to exert consumer pull on his product, already in the stores. Naturally, every dollar that he has to spend for advertising should be directed in mediums that primarily Mercreate consumer demand. chandising Co-operation is not merely unnecessary to him-but may be a tax on the efficacy of the white space he is buying to sell the consumer.

On the other hand, the publisher may have something in the way of special service that is desirable in the largest campaigns.

It has been said that a census of retail grocers, taken at noon today, in any sizable city, will be out of date tomorrow noon. During the twenty-four hours which elapse some of the grocers fail, others sell their business, new stores are opened, and maybe a grocery store burns out. If the publisher keeps lists of retailers up to date, he has something that certain advertisers need, and which probably cannot be secured elsewhere. The publisher may have these retailers listed in stencil form, so that he can address envelopes or mail literature for the advertiser. When such service is needed, it is invaluable to the advertiser. The space

buyer can figure the cost, and graciously accept it as a free gift from the publisher, if it is cheap enough, which tends to create good feeling all around.

4. Getting Good Value in Merchandising Co-operation.

If this special service can be used, it is then up to the space buyer, as purchasing agent for the advertiser, to arrange for the kind of merchandising aid which will benefit his client the most. This generally comes down to the question of how much missionary work the publisher's service staff is willing to do among local merchants, relieving the advertiser's own sales organization. It is perfectly fair for the space buyer to bargain for as much as he can get, and a little more. If the service organization offers a dozen windows for the display of the advertiser's goods. maybe it might find another dozen, or undertake the work of arranging the displays. If it will notify retailers that an advertising campaign is about to start, maybe its obliging staff will also persuade the mer-chants to stock the goods in advance, or give them favorable display on the counter, and so on. The space buyer can often show the publisher how to render co-operation that will make the campaign conspicuously successful, and later reflect glory on his merchandising organization.

5. Can This Special Service Be Fitted to the Advertising Plan?

When a uniform advertising campaign is to be carried out over considerable territory, the space buyer may find it difficult to use what publishers offer in these special services.

Some service is offered free, and other service is charged to the advertiser. Some publishers will do one thing, some another. The desire to co-operate may be genuine, and backed up by individual teamwork, but in other cases there is only a promise, and specified service, when asked for, is not forthcoming.

The diversity of the Merchandising Co-operation offered over wide territory may be so great that it e d



Three large display rooms display draperies in this furniture store*—one of Furniture Record's subscribers.

for selling merchandise that runs into big money than the furniture and home-furnishings dealer. ¶ Nor is the smallest item too small to stock if it belongs in his store to properly serve his customers. For now-a-days these are literally home-furnishing department stores, carrying everything that goes into the home. ¶ We'll gladly tell you more about this great retail outlet —just write.

FURNITURE RECORD

A Majazine of Better Merchandising for Home Turnishing Merchants GRAND RAPIDS, MICH.

*Name upon request



NEWS-STAND SALE

Notice, first, that this line, representing news-stand sale alone, has been rising steadily for more than two years. The public interest in Collier's is a sustained interest. Notice, also, that it is mounting faster now than at any previous time. The public interest in Collier's is a rapidly growing interest.

1926

298,859

1925

184,604

Sept. 1927

than

427 advertisers

have already placed orders for space in 1928, and will be rewarded for their foresight by an excess circulation of more than 350,000 copies an issue.

We have achieved such power and momentum in Collier's that any advertiser who orders space in this magazine will get all he pays for and a substantial dividend besides.

THE CROWELL PUBLISHING COMPANY

more than 1,450,000 a week

Collier's Total net paid circulation

will be better in the end, and cheaper, for the advertiser to make his own standard plan for tying with dealers, and carry it out through his own organization.

Yet even the most ingenious plan may be strengthened with some Merchandising Co-operation. There are cities where lists of dealers in every line are kept up to the minute, and are of great value to many advertisers. There are newspapers that, instead of merely addressing and mailing announcements that a campaign is about to start, will send around their representatives, known to dealers, and exhibit the campaign in detail.

At first sight, this whole question appears bewildering to the space buyer, and it seems difficult to put a yardstick on it. But with a little experience, especially with results of advertising, the solid values stand out above the imitation, and he knows almost at a glance what will be helpful or otherwise in a given campaign.

6. The Element of Bias Must Be Considered.

Space buyers soon discover that Merchandising Co-operation is limited. Advertisers may well study it from that viewpoint, instead of its apparent advantages. Shrewd advertisers learn, generally by expensive experience, that too much reliance cannot be placed upon these special services.

The fundamental reason why it cannot be made too important in advertising plans is that it lacks the element of disinterestedness, or neutrality. The newspaper publisher is anxious to secure business. In his eagerness, there is always the temptation to give biased opinions about distribution facilities in his community, and to make "market surveys" that will prove his contentions, rather than disclose the actual state of affairs. Another factor to be taken into account is that those who make the survey for the publisher are not responsible for results to the advertiser. Their findings have served their purpose when the advertiser signs a space contract. If the findings are wrong, they do not lose their jobs. On the contrary, if the advertiser

makes the survey through his own employees, he does so from the standpoint of results to himself, and his employees are responsible to him for results. Nor has the advertiser a reliable check upon display or other material distributed by the newspaper service men to dealers.

Bias is often unconscious. It is natural for the publisher to set his community forth in the best light, as to distribution facilities and purchasing power. Quarreling with him on that score is time wasted. The seasoned space buyer keeps this element of bias constantly in mind, and takes off a generous discount for it.

7. Merchandising Co-operation Is "Plusage."

The best Merchandising Cooperation that a space buyer can find, after making the various allowances I have pointed out, should be considered as nothing more than sales and advertising "plus-The department that renders such service should be used in collaboration with the advertiser's own specialty men in the field, or with whatever else he may have as a merchandising organization. This detail of the campaign should never be delegated with responsibility to the publisher's organization, nor too much dependence placed upon it for results. For the advertiser and the publisher are working for entirely different kinds of results, and in advertising there are many things that nobody can do as well as the advertiser himself.

It is my experience that when advertisers get this viewpoint of Merchandising Co-operation, either through experience or upon the assurance of the space buyer who knows his job, they will get more results from it, and less disappointment and loss. Merchandising Co-operation is logically a space buyer's yardstick, but in my estimation perhaps the least important of all five that we are considering.

To Leave Industrial Works

Charles E. Shearer, advertising manager for the Industrial Works, Bay City, Mich., has resigned effective October 20.

The largest market

still has the least competition



There is opportunity and profit in Rural America—the dwelling place of 50,000,000 folks, easy-to-reach and easy-to-sell.

(turn to next page)

Manufacturers who take the lead now will get the greatest returns

Pioneering is not entirely of the past. America still offers opportunity to men who will take the lead.

Manufacturers seeking fields that are productive and less competitive will find Rural America, with its 50,000,000 men, women and children, a place that invites and rewards close attention.

Somehow, in the marketing of the necessities and luxuries of life, the importance of Rural America has been under-estimated. The lure of Urban America, and its concentrated markets, seemingly has overshadowed the tremendous possibilities of "the other half of America's market."

But Rural America and Urban America are alike. The 50,000,000 on the farms need and crave the very things that enter the lives of city dwellers. Rural folks have money, and they spend. They live in closely-grouped, easy-to-reach market areas that simplify selling.

The manufacturer who realizes that Rural America is a field for intensive sales effort—and takes the lead, now—will get the greatest returns.

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Individual markets the good and the poor

For the purpose of successful sales endeavor, Rural America should be regarded in its true light — a series of individual markets, some good, some poor; all of them made up of the 3,066 agricultural counties in the United States.

The selling possibilities in these markets vary with their purchasing power, which in turn depends on wealth, productivity, crop and stock values and other important factors.

To select the markets that will yield the greatest return is your problem. The new Marketing Guide to "The Other Half of America's Market" supplies exactly the information you need. It accurately rates the purchasing power of every county and groups them into natural markets. It is the most complete and valuable study ever

The Marketing Guide presents practical and dependable information to sales and advertising executives. It was compiled for the Sandard Farm Paper Unit by unbiased, distince ested authorities. Copies are being distributed by appointment to advertisers and advertising agencies.

made of Rural America.

(turn to next page)

RURAL AMERICA READS OF THEN BUYS

One great medium reaches all of Rural America

Rural America is dominated by a single, unified advertising medium - the Standard Farm Paper Unit, whose circulation corresponds in numbers with the value of the individual markets.

The unit guarantees 2,125,000 circulation, 90 per cent of its readers concentrated in the thirty leading farm states. In these states are 90 per cent of all farms, 89 per cent of all farm crops, 84 per cent of all livestock; the great bulk of your finest prospects.

Here, where Rural America is at its best, the Standard Farm Paper group is supreme. Let us furnish you with more detailed information and assist you in planning your campaign.

The STANDARD

One order—one plate—one bill

WALLACE C. RICHARDSON, General Manager

CHICAGO NEW YORK Courtney D. Freeman, Western Manager Willard R. Downing, Eastern Manager 307 North Michigan Avenue 250 Park Avenue

San Francisco, Kohl Building

Your sales problem is national - but your dealer's is always local

The Standard Farm Papers meet both!

The Prairie Farmer Missouri Ruralist

The American Agriculturist The Wisconsin Agriculturist Ohio Farmer Wallaces' Farmer

The Breeder's Gazette The Progressive Farmer Pennsylvania Farmer Michigan Farmer

The Nebraska Farmer Kansas Farmer The Farmer, St. Paul Hoard's Dairyman

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Scrimshaw Copy

A Vanishing Art Which Still Has Some Devotees

By Amos Bradbury

IT may be that I am introducing a new word to you. But any man who has gone down to the sea in ships will know it. The Century Dictionary lists it as "a nautical word of unstaple orthography, to engrave various fanciful designs on shells, whales' teeth, walrus tusks, etc. In general to execute any piece of ingenious

S

That is the detached method of the dictionary. But if you discover some old sailor sitting on a bench looking off across the water and ask him what the word means, he will, if he feels like talking, give you a far more interesting back-ground. You may get from him, as you listen, the vision of a stuffy forecastle, lit by a single oil lamp, on a ship caught in the ice during the long nights of the Arctic Circle, nights of enforced idleness when some old-timer with a bit of bone and a sail needle created a work of art on the tusk of a sea lion.

At a recent sale at which some fifty fine examples of scrimshaw were offered, one might have observed a complete whaling scene scratched on the tooth of a whale. There one can see the old nineteenth century whaler standing by. the longboat manned, the harpoon There is fire and action in every line on that highly polished tooth. Every fine line etched in black shows the touch of a master. One can almost see the old salt who created it, sitting over in a corner of the gun deck, working with care and infinite patience to produce a worthy result.

Times have changed. In those days, as someone said recently, a man missing a stage coach would wait patiently three days for the next one. Now, he snorts with rage if he misses one section of a revolving door. In the speeding up process, men who write copy are sometimes hurried. There is an obvious lack of patience and the perfection in much copy, which

makes scrimshaw so valuable. Yet it is a joy to come across a bit of advertising copy which indicates that some man has sat down in a corner with a walrus tooth and a sail needle, patiently to work until he develops something which approaches perfection. Somebody worked, for example, on this paragraph in Prince Albert copy:

Cool as a creditor calling a loan, Sweet as the thought that you are sole to pay.

It sounds well. It reads well. It shows care. Then it seems to me there is more than a touch of scrimshaw in the following from the current advertising for Japan Tea:

Drink it slowly. Relax as you enjoy it. Taste with leisurely appraisal its full-bodied flavor.

Words there have been chosen with skill. They are etched carefully, not slapped together.

The Corona typewriter, in announcing that it is now made in six different colors, tells how some one of its colors will be in perfect harmony with "that little nook of a study where you write." The Chicago, Milwaukee and St. Paul Railroad says "there is a special quality in the splendor of Montana's plains where a man, riding in buffalo grass, may lift up his eyes to the clean hills from which life-giving waters flow."
And again this railroad says:

The thunder of great rivers carving their channels through the rich soil of prairie and bench land, wine-clear atmosphere that sets the blood tingling, lofty canopy of blue sky, green of spring, wheat and gold of the harvest, great herds of white-faced Herefords moving down to water, flowing flocks of sheep upon the hillsides, the sparkle of modern towns, such things contribute to the fascination of this glorious region where there is still elbow room, and a man can grow. man can grow.

When I read copy like that I know that the men who wrote it held close kinship with those old

Oct.

sailor-men who made works of art from a walrus tooth. "Scrim-" say I admiringly, and how more effective than selfpraise in copy, or the sight of a big company patting itself gleefully on its own back in the public prints.

Even so unromantic a product as the oil which goes into the crankcase is touched with the delicate charm of scrimshaw, when some-one writes for the Texas Company:

The clean, clear, golden Texaco is as natural a motor oil for people who know their way about the world, as the good lines of the cars they drive or the clothes they wear. By itself they might not give more than a passing thought to the color, but with a world-known name shining through it, they are content.

In the same manner, the American Telephone and Telegraph Company has managed to shed a spirit of romance over the apparently prosaic switchboard, thus:

A web of cords plugged into numbered holes.

A hand ready to answer signals which flash from tiny lamps. A mind alert for prompt and accurate performance of a vital service.

There is a sense of reality, and believability about scrimshaw copy which is pleasing. When it is put in the position of praising the company which signs it, it does so in a somewhat whimsical manner. Thus, in the different and interesting copy now appearing for Haddon Hall cigars we find it accomplished in this manner:

The Haddon Hall is smooth and mild as a light French wine, yet potent and satisfying as black drip coffee laced with cognac. The Haddon Hall cigar begs an interview with your palate.

Sometimes the evident care which goes into interesting copy takes the form of well-written historical material. There is nothing inherently interesting or exciting to me or to you about piping materials to control liquid, gas, steam and oil. Yet the Crane Company of Chicago achieves a scrimshaw effect in this manner:

Far into the night, a patient Berlin apothecary toiled in 1747. The flame beneath his retort high-lighted his intent face curiously, and threw a monstrous

shadow on the ceiling and wall behind.
At last the stooped figure arose. With pride he viewed his test tubes, reflecting that he, Andreas Sigismund Margard, had that night proved conclusively that sugar was a natural product of the conmon beet-root.

Up to that very minute I had never heard of Sigismund. Nor do I like beets. It would be easy for me to say "what of it?" and turn on. Instead, the experience of the gentleman with the long name induced me to read all about Crane piping materials - which otherwise I should not have done.

The sense of care and reality in scrimshaw copy seems to me to be lacking in the other kind. Not that I have anything against it, and it may be dragging in thousands of coupons, but the piece of copy which follows, appears to me to be not quite so scrimshaw. The scene is the office of the president of a great industrial corporation. A stenographer who has been with the company for just four weeks is apparently kidding the president and a real jolly time is being had by both. If many wives read it, I fear for the peace of mind of some of the big, busy executives. Here is the copy:

Her employer laughed aloud. "Six weeks! You're joking, Miss Baker. No one could learn shorthand in six weeks."
"But I mean it, Mr. Chapman. When I came here to work for you I had only studied shorthand for six weeks."

The president of the large corporation. The president of the large corporation is the expected him to believe her. But six weeks!
"You're fooling, of course, Miss Baker. You have been with us not more than a month and you are by far

more than a month and you are by far the most competent secretary I ever had. Surely you don't expect me to believe Surely you don't expect me to believe that you gained your present speed and accuracy in only six weeks! Why-agreat many young ladies who have been here with us, had studied shorthand for ten months or a year or more and still they made a great many errora."

"That wasn't their fault, Mr. Chapman. That was the fault of the system they were taught."

Mr. Chapman, head of the company, and his girl friend Miss Baker, who takes dictation so rapidly, continue their persistage in similar vein for some time. Mr. Chapman becomes "more than interested" and finally decides to learn her system.

Memories of ancient mariners

1927

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Indispensable.

"In my opinion Nation's Business is almost indispensable to any banker, and everytime I read it, I feel like writing and thanking you for the information." — HAMP WILLIAMS, President, Community Bank & Trust Co., Hot Springs, Ark.

NATION'S B'SINESS

October

₹ 1927

What Comes After the New Competition? by O.H.Cheney

Why Our Factories Cross the Border by Floyd S. Chalmers

An Army Fights to Fill Your Gas Tank by William Boyd Craig

The City is the Business of Business by Chester Leasure

Afap of Nation's Business, Page 52



Published at Washington by the Chamber of Commerce of the United States

and crusty seafaring men sitting on a bollard (that is a good nautical word) working on a bit of scrimshaw should carry over into this speedier, faster age some of that care and ingenuity they used in taking the tusk of a walrus, and making of it a lasting work of art.

Advertising Agents Ready for Annual Meeting

James W. Young, President of the American Association of Advertising Agencies, Will Open Its Annual Convention at Washington, D. C., on October 26 at the Mayflower Hotel.

WITH the exception of last minute changes, plans have been completed for the annual convention of the American Association of Advertising Agencies, which is to be held at the Mayflower Hotel, Washington, D. C., on October 26 and 27. Representatives of 140 agency members are expected to attend.

The convention will be opened by James W. Young, of the Chicago office of the J. Walter Thompson Company, who is president of the association. At this session the speakers will be D. M. Botsford, Henry T. Ewald, Thomas F. Logan, Roy S. Durstine and Clark McKercher.

Charles W. Hoyt will be toastmaster at a noon luncheon which will be addressed by Robert Benchley, of Life.

The afternoon session on October 26 will be open to the public. Speakers and their subjects will be: "How to Get the Real Facts Out of A. B. C. Reports," O. C. Harn; "How Much Have Women Really Changed in the Last Ten Years," Gertrude B. Lane, editor, Woman's Home Companion, and "The New Era in Distribution," Dr. Julius Klein, Bureau of Foreign and Domestic Commerce.

Addresses at the morning session October 27 will be made by Stanley Resor, Joseph M. Farrell,

Bruce Barton, Charles W. Hoyt, Harry Dwight Smith and T. E. Moser. In the afternoon Stewart L. Mims and Dr. Daniel Starch will speak. Election of officers and members to the executive board will follow.

The association's annual dinner will be held on the evening of October 26. Harry Dwight Smith will be toastmaster.

A special performance of "Send No Money," a play on advertising, will be held for the delegates.

During the convention formal presentation will be made of "Papers of the American Association of Advertising Agencies." This is the initial volume of a series which hereafter will be published by the association annually for distribution to any interested organization or individual. It has been customary to reprint papers and reports made before these conventions for distribution to members only. This change has been decided upon in the interests of a wider knowledge of methods and practices in advertising agency work.

L. R. Northrup, of Erwin, Wasey & Company, Chicago, is chairman of the committee on convention plans. Associated with him are:

John A. Dickson, Mitchell-Faust Advertising Co., Chicago; E. E. Dalli, Johnson-Dallis Co., Atlanta; C. L. Eshleman, The Griswold-Eshleman Co., Cleveland; Willard French, Brooke, Smith & French, Inc., Detroit; Louis Honig, Honig-Cooper Co., San Fracisco; R. S. Humphrey, H. B. Humphrey Co., Boston; R. S. Simpers, McLain-Simpers Organization, Philadelphia; Milton Towne, Joseph Richards, Matos Advertising Co., Inc., New York; W. W. Matos, Matos Advertising Co., Inc., Philadelphia; E. D. Mason, The Albert P. Hill Co., Inc., Pittsburgh; Clarence W. Scully, Lord & Thomas and Logan, Inc., Washington, and Winthrop Hoyt, Charles W. Hoyt Co., Inc., New York.

F. P. Harbst, Jr., with M. C. Mogensen

F. P. Harbst, Jr., formerly business manager of the Stockland, Calif., Independent, has been appointed manager of the Portland, Oreg., office of M. C. Mogensen & Company, Inc., publisher's representative. He succeeds M. Ross Mackey, who has joined Crossley & Faling, Inc., Portland advertising agency.

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The Lillibridge Viewpoint

Number Seventeen Issued from No. 8 West 40th Street, New York

Yesterday's Answer

A Columbia University there used to be a professor who took delight in subjecting his students to a great temptation—and watching them fall.

In his younger days in the science which he followed, he had worked out a long and tedious experiment and passed down his findings to posterity in the form of a paper which was duly published and became part of the literature of that science.

When, with the passing of the years, he acquired further knowledge, he discovered that one of the factors in his early experiment was wrong. He did it over, and obtained a very different result.

8 8 8

In due course, he became a professor, and as each class of hopefuls came along he would assign them this tedious

Having no great love for tedious experiments, and not being slow to discover that their professor, an acknowledged authority in his science, had done the experiment and recorded both the process and the result in an Oh-sotechnical paper, they took advantage of his work and all turned in their papers with his conclusion, but carefully paraphrased.

All the papers were marked wrong and returned. Then followed the *dénouement*, when the professor faced the whole class, made one student after another get up and

PAGE Two

THE LILLIBRIDGE VIEWPOINT

tell just how he had worked out the experiment to get this result, which he would then inform him was the wrong result.

Inevitably, before that terrible lecture period was over, some student would blurt out a triumphant, "But Professor—that is the result you got when you did it. It's given in your published paper."

Whereupon the professor would grin maliciously and exclaim: "Ah! I thought so! Well, young gentlemen, I did it wrongly, and so my result was wrong! You may all repeat the experiment and hand in your papers before our next lecture."

§ § §

We find in our market research work that time has changed yesterday's answers to many of the problems of marketing. That is why we insist on starting from scratch on any research job, and working it out as though it never had been done before. Spending today's dollars on yesterday's deductions is risky business.

Cruises

I'r is our privilege to prepare the advertising for the Canadian Pacific World Cruise, South America-Africa Cruise and Mediterranean Cruise. Transportation advertising is one of our fortes.

Picture of America

 $F^{ ext{ROM}}$ a letter written by Francis Amasa Walker back in the 80's:

Our people have a singular practical wisdom, which takes the sting out of mistortune; which makes a bad law a dead letter, almost from its enactment; which discounts the future, accepts the inevitable, and compromises with the coming evil; which charges off bad debts without a grimace, and, like the Chicago merchant after the great fire, spits upon the ruins to see if it is yet cool enough to begin rebuilding. Our laws are not the whole of the statute book, but only those parts to which the needs of the people, and the general concurrence of public opinion, have given life.

Is this not a rather interesting picture of America? And is it not as truly the America of 1927 as of 1887? And is it not an interesting America in which to advertise and sell?

THE LILLIBRIDGE VIEWPOINT

PAGE THREE

The Art of Good Copy

In a recent issue of *Printers' Ink* Richard Surrey observed: "This is what the pale young Inspiration-seekers need to learn—that Inspiration consists in the *fusing* not in the gathering of the materials for a poem or a piece of copy."

This wise statement carries us back to those shrewd

lines from Sacha Guitry's play Deburau:

What you mean, when you do it, must of course be quite clear.

And it must seem quite clear what you're going to do.
For an audience must always feel sure of you.
Yet, when you do it, it must seem accidentally done.

Study, if you will, the advertisements in the newspapers and the magazines, and you will be interested to discover how many of them that have strong appeal at first glance have that quality of seeming accidental. That is the art of taking the gathered facts and "fusing" them.

We should be glad to have our advertisements judged on this basis.

Inquiries Solicited

To any company with a worthy product or a meritorious service to market, we offer an advertising service of peculiar efficiency, based on a sound system of compensation, carefully set "objectives," and painstaking "follow-through."

Touchdown by Walter Camp

Two or three years before Walter Camp died, the editor of Collier's asked him to write an article on football in business. Mr. Camp obliged, and here is the nub of his article:

"Perhaps the first and greatest lesson a man must learn on going into the business world is that of being able to take hard knocks without resentment. A boy may be a good tennis player or golfer and gather praise all along his career—much to the detriment of his character—but in football, whether he be dub or star, the coaching always boils down to this:

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PAGE FOUR

THE LILLIBRIDGE VIEWPOINT

"You've got to get off faster!"

"You've got to get more punch into that play!"
You've got to hold that line firmer!"

"Does the football player ever reach the point where the coach is ready to admit he is as good as possible? Maybe. But no wise coach ever admits it out loud!"

While this fits business, how particularly it fits the advertising business. We may do good advertising today, but the whole spirit of the profession is that tomorrow's advertising must be better. There is never any "good enough." There never can be.

B. Franklin Philosophizes

"TTUMAN felicity," wrote Benjamin Franklin, "is produced not so much by great pieces of good fortune that seldom happen, as by little advantages that occur

every day."

Is it not true also of business progress, that the great impulses which we optimistically hope for seldom happen, but that the little advantages that occur every day, if properly taken advantage of, combine to carry a business forward to a very substantial year's gain?

Direct Approach

THIS is our way of working: to crystallize our clients' I needs and problems and set up "objectives." We then formulate plans for reaching these "objectives" in the most direct way and by the most economical method possible.

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LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET . NEW YORK Telephone Longacre 4000 Established in 1899

"Get-At-Ability"—The Alpha and Omega of Retail Selling

Stated Another Way, the More Opportunities People Have to Buy, the More Likely They Are to Buy

THE BON MARCHÉ SEATTLE, WASH.

Editor of PRINTERS' INK:

Editor of PRINTERS' INK:
Personally, I do not agree at all with
the views expressed by Arthur Manning
in the article entitled: "Do They Want
Business?" in the September 29 issue of
PRINTERS' INK. I think that it will
soon be possible for us to clip another
half hour from the working day without
interfering with the convenience of our
castomers. I think Mr. Manning could
with sound justification ask the railroads customers. I think Mr. Manning could with equal justification ask the railroads to run trains at whatever time he wants to go instead of their regular leaving time, or hotel dining rooms to stay open all night because he might want his dinner at midnight.

Of course, our stores are run for our customers and they have the last say and if there are enough Arthur Mannings in this country we may have to change our hours of business; but at present he is asking the stores for special services that would be very expensive to give and would only appeal to a very small section of the community.

F. McL. RADFORD,

Merchandise Manager.

"DO They Want Business?" the article referred to by the merchandise manager of The Bon Marché, advances the suggestion that retailers are limiting their sales opportunities by constantly decreasing the number of hours their stores are kept open Mr. Manning, the each week. writer, tells how the typical retail store in the town of his boyhood was open seventy-two hours of the 168 in the week—or 43 per cent. "At the present time," he said, "in the city where I live and would like to spend a reasonable portion of my income, the so-called better stores are open forty hours a week. In other words, the very 'get-at-ability' of goods for which constantly increasing amounts of money are being spent in advertising has been decreased 44 per

Mr. Manning thinks the situation is one which calls for some sort of correction. He believes that by staggering employment hours, it would be possible to keep stores open ten or eleven hours daily without actually increasing

working hours. Finally, he claims that some of the money spent for travel and similar forms of amusement and recreation might be spent for merchandise sold in retail shops were these stores open for business for longer periods.

So far as we have been able to determine, most department store and specialty shop executives are not disposed to become particu-



you can't spare your car during darlight hours, don't let it e ck of labelession! Drive to say of the Lord Baltimore Filling

At other Lord Baltimore Filling Stations listed below, we give Crankcase and Greasing Service from 7 A. M. to 6 P. M.



LORD BALTIMORE FILLING STATIONS, Inc.

THIS FILLING STATION FINDS EFFECTIVE ADVERTISING COPY IN ITS MIDNIGHT CLOSING HOUR

larly excited over Mr. Manning's views and his specific suggestions. In last week's issue, Charles H. Paull, personnel director of the Rike-Kumler Company, Dayton, Ohio, department store, expressed what is probably the consensus of retail thought on the subject, in an article entitled: "Of Course We Want More Business-" In brief, it is Mr. Paull's contention that

the law of diminishing returns would operate to what he terms a "disastrous degree" were store hours lengthened. Also, he believes that "any scheme for the employment of women in department stores in the evening would bring considerable criticism upon the organizations initiating it."

Mr. Radford, merchandise manager of The Bon Marché, supports this view and contributes the further thought that, in his estimation, there are not enough Arthur Mannings in this country to make longer store hours profitable.

Now Mr. Manning is not a retail merchandising expert. His observations are strictly those of an ordinary consumer. Consequently, we assume that it ought to be taken for granted—in view of the weight of the opposition to his suggestions—that his theory may sound well but has no practical application.

However, we are not convinced that Mr. Manning is entirely in error. What is more, we have an idea that certain experiments and experiences of the stores themselves prove that there is at least a sufficient degree of merit in his views to warrant giving them more than merely passing consideration.

TYING UP WITH COLUMBUS DAY IN THE ADVERTISING

In a newspaper last week we came across nine advertisements that made special tie-ups with Columbus Day. Yet holidays were not always looked upon as offering special selling opportunities. The John Wanamaker Store announced "Columbus Day sales— open all day today." Best & Co. featured "For today—Columbus Day—275 men's new winter overcoats." Franklin Simon & Co., headlined "At new low prices for Columbus Day only." Saks-Herald Square played up "Columbus Day specials for men." Gimbel's spoke about "sales for today

—Columbus Day—store open all day. Holiday specials for men." announced "specially Avedon planned and exceptionally priced for Columbus Day. . . ." Gidding devoted an entire advertisement to

"Sales Extraordinary—Columbus Day." Russeks had "dominant values in new coats for Columbus Day," and Wm. Knabe & Co. featured "For selection today—Columbus Day—we present a gorgeous assortment of period Baby Grands..."

Baby Grands. . . "

John Ward Men's Shoes, Inc., operating a chain of men's shoe stores, reports that its store on Forty-second Street, in New York, near the Grand Central Terminal, is open all night every week-day evening, and until 12 p. m. on Saturdays. This policy has been in effect ever since the store was opened, which was some three and one-half years ago. The company informs us that a salesman and a porter constitute the evening personnel and that the store shows a profit on its night-time operation. "You would be astonished," one of the company's executives told us, "at the number of sales we make at three, four and five o'clock in the morning."

Incidentally, this chain organization complains about the early closing hours enforced in some of the
towns in which it has stores.
Where these early closing hour
rules are observed by most of the
local merchants, Ward also observes them. However, it does so
more or less under protest. In
those towns where these rules are
not in effect, the company's stores
remain open each evening. The
clerks are on duty on a staggered
schedule and we are informed that
the clerks like it and the company
finds the increased sales more than
compensate for the slightly increased overhead.

Those of the Childs restaurants which are open all evening appear to do a tremendous business in the wee, small hours. They get a class of trade in these evening hours which they usually do not get in the daytime—the so-called evening clothes necessary clothes necessary.

evening clothes patronage.

Last year, the Caheen Brothers
Dry Goods Company, of Birmingham, Ala., featured "A Secret
Shopping Night for Men Only!"
The advertisement in which this
idea was played up appeared a
week before Christmas. Men were
allowed to shop in the store from

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DIP THEIR PENS IN THE "BEAUNASH" INKWELL

It has been said of Alfred Stephen Bryan that "he has styled masculine America". He has been "the greatest single force in advancing the Fine Art Of Dress" by editorial and advertisement. • • • The "Beaunash" manner, swift, flashing, rapier-like, is emulated by sheaves of minor writers with a major opinion of themselves. They mistake the rind for the core. The pen of "Beaunash" is pointedly effective wooing stylistic or cultural approval.

Arrangements for retaining Alfred Stephen Bryan may be initiated through I. Leonard Heuslein, Director Cliental Relations, 665 Fifth Avenue, New York.

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6 to 9 p.m. Incidentally, only men clerks were there to wait upon the evening trade.

Reference ought also be made to the long hours most delicatessen stores are open in comparison with the briefer hours of grocery stores. It would be interesting to find out how many grocery items, particularly in the canned food line, are sold by delicatessen stores in the "off" hours solely because the grocery stores are closed.

Another interesting development is found in the motion picture theater. It used to be customary to open motion-picture theaters at 1 or 2 o'clock in the afternoon. Now, a number of these theaters open early in the morning—as early as 10 o'clock and some even earlier.

Up in Boston, Filene's announces that telephone orders will be filled until 9.30 at night. "Toll calls at half rates after 8.30 p.m., if 50 cents or over." Joyce Bros. & Co., Inc., also in Boston, features in its advertising the fact that its stores are open evenings until 9 o'clock and Saturdays until 10.

About a year and a half ago, a Philadelphia store used singlecolumn space in newspapers to advertise evening shopping hours exclusively for men. Whether the idea proved successful we are not prepared to say. We do know, however, that a New York University instructor told us recently that while visiting in Philadelphia he tried, on two consecutive evenings, to make certain purchases in retail stores located in the busi-He found that all ness section. these shops closed promptly at 6 The third evening he managed to rush into one of these stores at five minutes to six and the clerk was in such a tremendous hurry to close up shop that strong-arm methods were necessary to complete the purchase.

This six o'clock closing hour, in our estimation, is the real policy with which to find fault. It is a practice which not only holds true in the big cities—where many of the stores new close at 5 p. m.—but is also becoming quite the custom in small towns. For example, in Danbury, Conn., practically all of the Main Street stores close

week-days at 6 p. m. There is a sort of gentlemen's agreement among them that this closing hour will be observed and the agreement is seldom violated.

Now this is the result: Most of the hat factories, where the major part of Danbury's working population is employed, are located one, two and three miles from Main Street. It is impossible for the workers to get to Main Street in time to do other than the most hurried sort of shopping. Consequently, they are virtually compelled to patronize the small, sidestreet stores, many of which do a large part of their week-day business after 6 p. m. There is no doubt that if the Main Street stores were to arrange to be open week-day evenings, any number of these side-street shops would be compelled to close.

On several of the corners of Danbury's Main Street there are drug stores, including one belong-ing to the Liggett chain. These drug stores, like most others throughout the country, handle all sorts of side-lines. In fact, as is well known, they are, in a sense, miniature department stores. Why have these drug stores reached the point where they more nearly resemble the general stores of a previous generation? Isn't it possible that at least one of the reasons is the fact that they are open all hours and that people know they can buy almost everything from hairpins to automobile tires in drug stores at almost any time of the day or night?

This drug store situation reminds us of another point which certainly warrants serious study. It surely cannot be disputed that shorter store hours make it increasingly impossible for men to do shopping. We have seen figures which purport to show that women do all the way from 65 per cent to 90 per cent of the total We confess we don't buying. know which figure is more nearly correct. However, we do know that women buy vastly more than men and that more and more, buying is becoming woman's preroga-

That may be all well and good

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THE MOST important thing about advertising is—the publication. It is the introducer—the sponsor of your adver-

isement. Sales and goodwill are created only to the degree to which a magazine has the confidence of its readers. Manufacturers who understand what makes advertising pay entrust theirs to Good Housekeeping.



The following accounts of BARTON, DURSTINE & OSBORN, INC.

will appear in NOVEMBER Good Housekeeping

General Baking Co.
The Hills Brothers Co.
(Dromedary Dates)
Lehn & Fink, Inc.
("Hinds" Honey & Almond

Cream)
Wm. Peterman, Inc.
F. W. Woolworth Co.
(Lace)

The Upson Co. ("Fibre-Tile") Wildroot Co., Inc. ("Taroleum")

GOOD HOUSEKEEPING

CHICAGO

BOSTON

NEW YORK

SAN FRANCISCO

for

UNBROKEN



The Oregonian

PORTLAND, OREGON

Circulation: Over 104,000 daily; over 154,000 Sunday

The Great Newspaper ne

0, 1927

Peass OMINANCE

Complete and accurate news service, high literary and journalistic standards, a fearless editorial policy! All these, continued over the seventy-six years of its history, have given The Oregonian an outstanding position of prestige and leadership in its community and in the nation.

This is the reason for the immense reader confidence enjoyed by The Oregonian.

This is why The Oregonian exerts a very real influence in the Oregon market.

The Oregonian

Nationally represented by VERREE & CONKLIN, INC.

NEW YORK

CHICAGO Steger Building

DETROIT
Free Press Building

SAN FRANCISCO Monadnock Building

re Pacific Northwest

until one remembers that it is tremendously easier and therefore cheaper to sell to men than to women. W. R. Hotchkin, in his book, "Making More Money in Storekeeping," says: "The men's business in department stores is small, as a rule, because department store merchants don't know how to advertise or sell goods to men. It is a vastly better paying business than selling to women, for these and other reasons:"

1. A man buys in far less time than a woman, taking less time of salesmen, less rent. and general overhead.

2. Very few goods bought by men are returned. In fact there is practically no "returned goods evil" where goods are sold to men.

The banks seem partially to recognize the importance of keeping open longer hours—at least to the extent of remaining open one evening a week, and sometimes two. Now comes the Corn Exchange Bank, in New York, with an idea that practically amounts to keeping the branches of this bank open twenty-four hours daily, Sunday not excepted. The plan is described in the following manner:

This bank has installed a new device, so that at any time, day or night, any day in the week, you can put your money in our vaults for safe keeping.

First you put your money in a strong canvas sack, secured at the top with a padlock fastened through heavy metal eyelets. Each sack is numbered for identification.

At the bank you unlock the receiving cylinder of the Night Depository with a special Yale key furnished you for the purpose and place your sack in the opening.

opening.

The cylinder is then revolved until it automatically locks. As the cylinder locks, your deposit saek goes down a steep, heavily constructed, steel chute, built into the masonry walls of the bank and enters a specially designed, burglar-proof receiving vault.

proof receiving vault.

When the hank opens for business, two tellers remove the deposit sacks from the vault and make the deposit in the usual way.

The insurance business is another that has come to know the importance of selling outside of so-called "regular" hours. The insurance salesman who can build up a sizable business by working from nine to five is a rarity. Most of them work just about every night in the week. Perhaps that is one explanation for the tremen-

dous growth in the annual sales of life insurance.

Then there are the automobile showrooms which, in most cities, are open every evening until 9, 10 and 11 o'clock. There may be individuals disposed to question the quality of retail selling as displayed in automobile showrooms, but there is no one to question the fact that it is possible at least to enter these showrooms and place an order any evening in the week—which is something that most assuredly cannot be said for most types of retail outlets.

The instalment furniture houses may be frowned upon in certain quarters because of questionable selling practices. Yet, it is interesting to see that these energetic merchandisers are not in the habit of closing every night at 6 o'clock.

Then there is the classified department of most newspapers. These days it is possible to place a classified advertisement with most dailies at almost any hour of the day or night. Radio stores also remain open week-day nights in most cities. If radios are bought at night, why should one assume that furniture, washing machines and shoes will not be bought after for m.

During the last year, the New York Gimbel store has been open several evenings in connection with important radio sales. store, as well as Wanamaker's, also has been open evenings during August furniture sales. Furthermore, we understand that at Gimbel's it is possible to place orders for merchandise before 9 o'clock by button-holing someone at the employees' entrance. Macy's has gone a step farther in this direction and has someone whose special task it is to take orders from eight to nine each morning.

Is it too much to claim that all these incidents are events which indicate the way the merchandising wind might blow if it were given only half a chance?

By way of conclusion we should like to refer to Mr. Radford's letter, printed at the head of these remarks. Mr. Radford thinks that Mr. Manning "could with equal

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ments enclosed with products - and with letters mailed out - help sell other products you manufacture......

MUCH has been said about the high cost of distribution important business item you can distribute for absolute

Lithographed Slips and Folders enclosed with packages and customers other products you make.

These same Lithographed Advertisements, slipped into particle and invoices, will tell prospects about various items they shou

Other forms of Lithographed Advertising are equally dispetitive business—direct mail, posters, store displays, blotten greeting or post cards, stationery and billing forms, and pl customers and prospects through to the sale.

Lithogram

Advertising that follows to



PHONE FOR A L

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SALE SMAN

Working with varied businesses, he knows how you can send out Lithographed Advertisements free from car-rying charges. His time, his specialized experience, are yours, gladly, for the asking. Phone for him.

Advertising that follows through to SALES



Your letter, folder, greeting or post card in the home



Your label or carton the actual sale



Your outdoor advertising



Your inside store display at the point of sale



ur window display at the dealer's

Make it a practice to call freely upon your lithographer for advice. A competent representative will gladly discuss with you any problems you may have.

Committee for Advertising Lithography 104 FIFTH AVENUE. **NEW YORK CITY**

Oct. 21

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Comp man Sectio tion, James prover justification ask the railroads to run trains at whatever time he wants to go, instead of their regular leaving time, or hotel diningrooms to stay open all night because he might want his dinner at midnight."

That statement leads us to believe that perhaps there are really a lot of Arthur Mannings after all, because we notice that the railroads are continually making changes in their time-tables for the express purpose of accommodating travelers and we know of more than one hotel in which it is possible to get a splendid meal at any time of the day or night—if not in the main dining-room, then at least in the grill.

THE PUBLIC IS THE ARBITER

It seems to us that in a book entitled "The Merchants' Manual," published under the auspices of the National Retail Dry Goods Association, the entire matter is summed up in the following paragraph: "The ultimate arbiter of what services shall be rendered is the public. If it desires to pay for service, and in many cases, such as deliveries and credits, such desires have been unmistakably evidenced, the trend toward giving more service will increase. . . . It seems well established that there is a class of customer which is willing to pay for maximum convenience."

The questions, then, are first whether the public wants this service, and second whether it is willing to pay for it. It does not seem as though the answers to those questions ought to be based on anything less than a thorough-going investigation—and so far as we know, such an investigation has not yet been made.—[Ed. PRINT-ESS' INK.

Heads American Gas Association Advertising Section

E. Frank Gardiner, Midland Utilities Company, Chicago, was elected chairman of the Publicity and Advertising Section of the American Gas Association, at its recent meeting at Chicago. James M. Bennett, the United Gas Improvement Company, Philadelphis, was made vice-chairman.

The National Advertisers' Meeting

STUART CHASE, co-author of "Your Money's Worth," will play a part in entertaining those attending the annual meeting of the Association of National Advertisers, which is to be held at New York from October 31 to November 2. His subject will be "Consumers in Wonderland."

Under the general subject of "Significant Trends in Marketing," there will be speeches by Everett R. Smith, advertising manager, Fuller Brush Co.; Dr. Melvin T. Copeland, Harvard University Graduate School of Business Administration, and F. J. Petura, general purchasing engineer, Henry L. Doherty Co.

Earnest Elmo Calkins will speak on "The Practical Ethics of Sincere Advertising," at a session given over to "Sincerity in Advertising." The program follows:

October 31, morning session: "Changing Sales Policies Resulting from Instalment Buying," Henry Ittleson, president, Commercial Investment Trust Company, New York. Afternoon session: "Modern Marketing Begins with Research," Mr. Smith.

November 1, morning session:
"Selling to Syndicates and Chain
Stores," Dr. Copeland; "The Advertiser's Interest in Proposed
Postal Legislation," R. N. Fellows, The Addressograph Company; report of committee on cooperation with university professors, and "The Purchasing Agent's
Attitude Toward Nationally Advertised Products," Mr. Petura.
Afternoon session: Addresses by
Mr. Calkins and Mr. Chase;
"How Much Sincerity Does Advertising Want?" Irwin S. Rosenfels, advertising counsel, and
"Constructive Censorship from
the Standpoint of the Advertiser,
Publisher and Consumer," Miss
Katherine Fisher, director, Good

Housekeeping Institute.
Cyrus H. K. Curtis, Arthur
Brisbane and Donald Ogden
Stewart will be the speakers at
the annual dinner in the evening.

Do Sales Contests Build Business in the Industrial Field?

This Industrial Sales Executive Does Not Look upon Sales Contests with Favor

By G. A. Binz

Manager of Sales and Advertising, American Schaeffer & Budenberg Corporation

WHETHER we believe in business cycles or not, whatever may be our views as to what makes business "good" or "bad," few unbiased observers will deny that in the industrial field at any rate, the year 1927 finds us in a buyers' market.

Everywhere there is more capacity than can be filled with the business available. Everywhere there is increased efficiency of production, there is simplification and standardization, there is a constant pressure for more and more

quantity production.

The natural result is keener and keener competition. Where sufficient new outlets for the increased volume of goods cannot be found, there must result a desperate battle among competitors.

Often, bitter price wars result and in every case there must follow a weakening of prices, an in-crease in the cost of distribution, a narrowing in the margin of net

profit.

Leaving out of consideration one obvious remedy, now much in vogue and probably already overdone-that of consolidation-what can the sales manager do?

In my particular line, the industrial equipment field, sales cannot be made against time. Highpressure methods will not help at all. Business must be built from the ground up. Orders cannot be picked off trees. They are har-vested as the result of weeks or months of careful preparation of the soil.

The market for industrial equipment widens with the recognition of the value of scientific management and the desirability of replacing labor with automatic machinery: The salesman's most important task is to accelerate this educational process.

While ability to close the sale, which is another way of saying the ability of making up men's minds for them, is decidedly important, the brilliant closer is not necessarily the best business builder. The steady intelligent plodder who circulates constantly among his prospects, will invariably beat the clever spellbinder in this field.

THE INDUSTRIOUS PLUGGER WINS

The winner is the man who carries his message assiduously from plant to plant, bent solely on spreading the good news of the boons his products have brought to their users. His cheerful optimism refuses to be dampened by rumors of impending business depression. His profound confidence in his house and his products leaves no room for qualms about the activity of his competitors. He is not jumping wildly from point to point to follow specially hot scents. He follows a plan, care-fully mapped out beforehand, scientifically adjusted to the condition and the needs of the different classes of prospects, and keeps right on circulating, orders or no orders.

In any field where large accounts are built from small beginnings, where every unit placed must be depended on to sell at least one more, where confidence in the salesman is a prerequisite of confidence in the product he handles, this type of salesman in the long run will sell a greater volume of goods at lower cost, both before and after the sale, than any other.

How are you going to encourage these men to exert every last ounce of effort of which they are capable?

It has been my experience that sales contests or drives, prizes for the winners of specially organized

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Regarding—

Atlanta Baltimore Washington

Publishers' Statement of Circulation Six Months Ending September 30, 1927

ATLANTA

Georgian 67,569 (Gain, 4,379)

BALTIMORE

News

145,011 (Gain, 15,057)

WASHINGTON

Times

75,767 (Gain, 13,179)

RODNEY E. BOONE,

General Manager National Advertising 9 EAST 40th STREET, NEW YORK

Detroit FRANKLIN S. PAYNE Book Tower Chicago
A. T. CHAPECK
932 Hearst Bldg.

Atlanta
K. J. NIXON
82 Marietta Street

Rochester FRED H. DRUEHL 136 St. Paul Street Boston
LESLIE F. BARNARD
5 Winthrop Square

spurts, or any similar devices, will not bring the desired results.

Granted that you can devise a scheme that will be absolutely fair to all the contestants, regardless of the great divergence of their local problems and difficulties, the most I have ever seen accomplished by such methods is a temporary increase in sales. Usually, these additional sales have not been of the most desirable type. Many of them have borne the earmarks of forcing or over-selling. They have shown a tendency to strain terms and concessions to the last notch. They have not infrequently been accompanied over-statements or promises which could not be fulfilled.

TO KEEP UP INTEREST SALES CONTESTS MUST BE SHORT

To keep up interest of all the men in any sales contest, the winners as well as those who lag behind, it must necessarily be of short duration. There can be no long-swing development or careful, constructive building up of prospects. The contest, therefore, will result in a dislocation of organized effort which must bring about a reduction in the yield over a longer period.

All of this does not mean that the spirit of rivalry, which makes sales contests successful where they can be used to advantage, cannot be fostered with profit in the industrial field. A spirit of competition among salesmen is of the greatest value. However, it should be employed, not for spasmodic rushes in an effort to straighten out a sagging sales curve, but as a constant, constructive force in building sales.

Of course, this takes for granted that your salesmen are being paid upon a plan which grades their compensation in exact accordance with their individual accomplishments. Such a system of salary-and-bonus payments requires the establishment of sales quotas for each territory.

Frequent letters written to the men at regular intervals can then show not only how they are making out on their own quotas, but where they fit in in relation to the other men on the force.

Praise for the man who moves up in the line will act as an incentive to greater effort, both to him and to those of his fellows who have lagged behind.

I do not believe in pep letters, but I like to write to our men every week about the things their colleagues on the force have accomplished. I feel that such letters serve a double purpose.

First, they are suggestive of ways and means of getting more business. In this sense they are like new tools placed in the salesman's hands to make his work easier and more effective. A story of how a nice piece of business was developed in the face of ususual obstacles, at the very time when "things were flat" in another territory, cannot fail to imbue the reader with new courage.

Added to this is the second object of such letters, the urge to emulate or excel the example of one's rivals, to earn favorable mention in these weekly reports.

Nothing that does not positively encourage the salesmen is ever worth doing in any case, and I have never seen a man buoyed up particularly by losing a sales contest.

WHAT IS SELLING?

I have another reason for deprecating such methods for whipping up the sales force. To me it implies a wrong conception of what selling really is. I define it as the efficient dissemination of accurate, complete and truthful information about the value, to the user, of the product or service to be sold.

Such work requires no stunts or mental handsprings. It calls merely for the constant application of honest, intelligent, well-directed effort.

It is best obtained by giving your men the viewpoint of the owner. Pay them according to results and make them feel that they are in business for themselves. Then devote most of your time to the steady improvement of the tools with which they must work.



What Is a Real Idea?

Is it a pretty picture, framed in a setting of type that just "says words"—
a blurb reflecting its own vanity rather than a message in favor of the product it is supposed to advertise?

NO—it is a germ that stimulates reactive thought and a guide that directs it into channels leading to possession of the merchandise for sale. It is the spark that fires the imagination—a projector that throws the selling story crystal clear on the screen of the reader's mind.

A REAL—SELLING IDEA is one of the easiest things to recognize and one of the hardest to create—

but the tougher they come the keener our zest in the task.

Isaac Goldmann Company

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST. NEW YORK, N.Y. TELEPHONE WORTH 9430

For 39 Years COMFORT Has Led



A. M. Goddard Editor



F. C. Sweeney, M. D. Mother and Baby Dept.



Cousin Marion (Mrs. Ruby Dunham) Talks With Girls

Advertising history from COM-FORT files of 30 and 40 years ago is interesting.

W. L. Douglas was making rapid strides with his \$3 shoe.

Sapolio with familiar old sayings was shining up to the hearts of the housewife.

Sears Roebuck & Co., with harness and buggy copy was just hitching up to enter the field of a National institution.

Mennen was dusting around with talcum powder—sparring for an opening.

COMFORT was one of the first to prove to these concerns the business-building power of advertising.

Many changes have taken place in the advertising and publishing world but through them all COM-FORT has held to its purpose of making a magazine that in truth is

"The Key to Happiness and Success in a Million Farm Homes"

COMFORT was the first magazine in the world to have and to hold a million circulation.

COMFORT was the first to elaborate the departmental idea.

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Advertisers To Success

With the November issue COM-FORT enters its fortieth year a veteran of a long and successful career, better able than ever to carry the message of advertising to the farm homes of America.

Surely a magazine that has grown so steadily for so long a time to such a commanding position in its field has proved through years of serving that it gives value and satisfaction to its readers and that it pays its advertisers.

Coincident with the appearance of the December issue the column width of COMFORT will be changed to meet the standard requirements of 13½ ems.

Two columns width will be $27\frac{1}{2}$ ems, 3 columns $41\frac{1}{2}$ and 4 columns $55\frac{1}{2}$.

CLASSMIED COLUMNS will also be set 13½ instead of 11½ ems and type size will be increased from 5½ to 6 pt.

OXFCREE
MAGAZINE

JULIUS MATHEWS SPECIAL AGENCY
BOSTON-NEW YORK-DETROIT-CHICAGO



Katherine Booth Pretty Girls' Club



Miss Grace Pennock Cooking Department



Mrs. Alice B. Mooers Fancy Work

COMFORT'S Department writers have developed a reader following that is absolutely unique in the magazine world.

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A Shopping Guide in Smaller-town America



When the family purchasing agent goes shopping she has decided to buy certain articles—soap, cereal, toothpaste, etc.

Often the result is private or unknown brands.

If advertising has furnished an intelligent shopping guide she has decided to buy certain brands—Ivory Soap, Cream of Wheat, Pepsodent Toothpaste, etc.

You can support your smaller-town dealers and furnish an intelligent shopping guide for 700,000 smaller-town American families by advertising in their favorite publication.



IRA E. SEYMOUR, Advertising Manager BATAVIA, ILLINOIS

Chicago Office Rhodes & Leisenting, Managers Bell Building, 307 Michigan Blvd. Central 0937 New York Office
A. H. Greener, Manager
116 West 39th Street
Room 823

CHARTER MEMBER OF AMERICAN HOME MAGAZINE PUBLISHERS

Taking the Curse Off the Pep Letter

Don't Preach-Tell Your Salesmen How and Why Others Have Been Successful

By W. L. Barnhart

Resident Vice-President, National Surety Company

M UCH has been written for and against the "pep" letter for salesmen-chiefly against it. Yet the pep letter persists, probably because every sales manager knows the importance of getting over the right ideas to his men in the field.

So we have the same reams of "inspirational" stuff, the same old waste basket fodder, the same ex-asperated salesman, disgusted at receiving long pages of preachments and admonition from his home office, instead of specific anquestions that to

troubling him.

And all the time, right under our noses, there exists a simple method of taking the curse off the pep letter.

The Third Person is the magic

We have been writing pep letters to our salesmen for many years and I have several scrapbooks full of unsolicited responses from the salesmen themselves, testifying to the fact that our let-ters have helped them to maintain the right mental attitude and actually to close sales.

The reason is that we have always made it a rule to refrain from any semblance of preaching or any attempt to air our own

views as such.

Of course, oftentimes they were our own views, because any experienced interviewer can lead the person he is interviewing to give voice to a great deal of the sort of philosophy he desires to bring forth.

But always the ideas and suggestions went forth to the sales force as an explanation for the recent successes of some one of the salesmen whose records had been featured in recent issues of our house magazine. The other

men knew this salesman, at least by reputation, and they knew his earnings were unusually large. Therefore they were grateful when a letter from the home office gave them the key to his unusual success.

For example, when we folks at the home office began to feel that some of our branch managers were not getting and holding the right sort of men, and that they were not going out enough with the new salesmen to demonstrate to them in the field just how sales should be closed, we sent out the following letter:

My method for writing letters for salesmen which ring true and at the same time pack a punch is as fol-

First—I hunt up the fellows who are singularly successful, then I study them in the attempt to find out how

singularly successful, then I study them in the attempt to find out how they do it.

Sometimes it takes weeks and months of careful searching to ferret out the real secret of success, but I find that if I keep up the search, I am generally rewarded.

Knowing

rewarded.

Knowing as I did, that one great problem with so many men was to get and keep the right kind of aleamen, I was greatly interested in the quantity and the quality of the men that Manager Lewis was able to bring

tity and the quality of the men that Manager Lewis was able to bring around him.

For weeks I studied him and his methods. I visited his meetings and tried to discover the secret. But somehow it always cluded me. I could see that he was able to get and keep good men when others said it could not be done. But—WHY? That was the big question.

done. But—WHY? That was the big question.

While Manager Lewis was confined to his bed, one of his men unconsciously gave me the answer! I had been searching for all these months.

During a Saturday meeting, one of the salesmen took up ten minutes in telling all the difficulties encountered in a particular case and explaining why he had not made the sale. Finally, Salesman Selig could contain himself no longer. He burst in with:

"Fill bet Mr. Lewis could have closed him in two minutes!"

That's the answer!

That's why he gets and holds good men. He has proved to them that he

can go out and get business, any place, any time, from anybody. They are so sure about it that they would willingly bet upon it, even when he isn't there to hear them say so.

I made some inquiries and the men told me that Mr. Lewis has never made a call without getting the order he went out for! They tell me about one day when they all came in at 4.30 saying that it couldn't be done and Lewis bet them that he could get one before dinner time. He went out cold canvass and in just twenty minutes was back with the signed application.

You want more men!

You want more men?
That's the best tip I know on the question of how to get them!

I have always made it a rule to have lunch with every successful producer who comes into our home office and always, after the coffee, as cigars are lighted up, I will lean over and inquire confidentially: "Tell me all about it, old man. What's the answer as regards all those good sales you have been putting over recently?"

Always the result is the ground work for a splendid pep letter on the subject of making more calls, of more careful pre-approach, of intensive working of territoryof any one of the many ideas every sales manager wants to drive home to his field force. These ideas do strike home, because we give them to the men, not as our own opinion of how it should be done, but as the reason for the great success of one of the headliners of our own organization.

For example:

Every now and then we are favored y a visit from one of the men in the by a visit from one of the men in the field whose record for performance has preceded him and when such is the case, all other work is pushed to one side and we devote ourselves to the pleasant task of finding out HOW DID HE GET THAT WAY, and to extracting from our conversations the keynotes of success which may be of value to the rest of our men.

For many months I have been writing to—and about—that hustler from the south, W. H. Harris, who has stood first in applications for three months out of the last five; winning one second place and one third place in the two months he was nosed out of first position.

But this week I have had the first chance for a real personal visit with our smiling HUNDRED POINTER. And I have been studying him and his method of working, to find his great secret of success. And here's the an-

Harris has been all over the world. He has really done things and has

certainly seen things: If I were only a writer, I could grow rich by writing the tales of his experiences in the vivid and colorful form they deserve. Yet he said to me yesterday: "Selling Forgery Bonds is the best fun I ever had in my life."

No wonder he leads the sales force! Elbert Hubbard said: "Get your happings of your work, or you will

Elbert Hubbard said: "Get your happiness out of your work, or you will never know what real happiness is." And Robert Louis Stevenson said: "I know what pleasure is, for I have done good work."

I thought of these quotations as I watched Harris "check out" of the hotel and noted his eagerness to get back to his territory to get started again on the work he loves. No race horse ever chafed more to be off than did Harris to get his work in New York completed and be back at his work.

And that, I believe, is the real secret of his success and the reason that he has just been promoted to increased responsibilities, having an entire State

responsibilities, having audientification work? If not you really love your work? If not you owe it to yourself to do some mighty hard and clear thinking. It is wholly possible to fall in love with the control of the

wholly possible to fall in love with your work, just as you can fall in love with a girl. All that is needed in either case is proximity and the proper mental attitude.

And if you find, after all your trials, that you cannot really fall in love with the sale of forgery bonds, why I am sorry for you, for I know that you can never make the big success you might attain if you really loved what you are doing. you are doing.

Nor is it always necessary to point to any specific salesman in order to make the third person method effective. It works quite as well if the idea is credited merely to "one of the most suc-cessful producers." For example, the following letter probably got over the idea of full utilization of time better than any amount of preachment would have done.

N

"I wouldn't have believed it," said an agent in the Midwest to me the other day, "but I was actually wasting more time than I was spending on actual solicitation of business.
"My agency had been growing all the time. I was making a fair income and felt well satisfied with my results till one day a lecturer came to towa whose address caused me to check up on myself.

on myself. on myself.

"I found I was losing at least a half-hour getting started in the morning. There always seemed to be a lot of things about the house to be steended to. Each took only a couple of minutes, it is true, but I generally was a half-hour late before I started the old car downtown.

"Then I always had a bunch exceeds to downtown.

errands to do on the way and I usu-

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Misapprehending the fundamentals of advertising, theoretical economists used solemnly to declare advertising effort a total economic loss. In the light of better knowledge the new school has reversed the decision. It is now recognized that communities, nations and the world share in economic gain with each individual properly employing advertising. Planning its efforts, for more than twenty-two years, from that viewpoint, in full appreciation of the facts, this agency has achieved a record notable for long average retention of the accounts it serves.

McJUNKIN ADVERTISING COMPANY

DOMINANT IDEA ADVERTISING
228 NORTH LA SALLE STREET AT WACKER DRIVE
CHICAGO

Oct.

ally found two or three people I wanted to talk to about various local affairs, before I reached my office.

"The morning mail always killed a big share of the morning and by the time I was through dictating, two or three salesmen would come in to see me and I'd have a couple of telephone calls. Before I knew it, it was noon and very little real work done!

"In the afternoon I'd rush around madly, 'tt by that time a lot of my prospects were out and I'd usually reach home at night dead tired and what hurt worst of all was the knowledge of how little work I had got done.

"That lecture fellow described my case to a tee and then he showed me how I could systematize my work. Now I leave hume on the dot every morn.

how I could systematize my work. Now I leave home on the dot every morning... those little things that used to delay me have to wait till evening or else I let somebody else do them. "I come right to the office without stopping any place. If there are any personal errands I send somebody from the office out to do them. I get the mail as soon as it's opened and jot down a few words on the margin of each letter to let the folks in the office know how to handle them—that secretary of mine can write a letter better than I can any day!

"So by mine o'clock or at the outside nine-thirty I'm out on the street so that I catch my prospects when

side nine-thirty I'm out on the street so that I catch my prospects when they are fresh and ready to talk business. I stay out working at the job that really brings in the bread and butter till about quarter of five when I go back to the office to sign up the important mail.

"Believe me, it pays! I've doubled my income in the last six months!"

So that's the story from the Midwest agency which I am passing on to you. It doubled his income, perhaps it will help yours!

will help yours!

Salesmen don't resent such pep letters as that one. Instead of telling them what they ought to do, this letter tells them what one man has done. The third person takes the sting out of pep letters.

Peoples Drug Stores Have Gain in Sales

Sales of the Peoples Drug Stores for September, 1927, amounted to \$686,541, against \$158,217 for September, 1926, an increase of 32.4 per cent. Sales for the first nine months of 1927, amounted to \$5,761,714, against \$4,384,574 for the first nine months of 1926, an increase of 31.4 per cent.

Frank S. Roberts Joins I. A. Klein

Frank S. Roberts has joined the Chicago staff of I. A. Klein, publishers' representative. He was formerly with the advertising department of the Detroit Free Frees and, more recently, of the Chicago Tribung.

Robert Dollar Foresees Discard of Present Calendar

DOLLAR STEAMSHIP LINE SAN FRANCISCO

Editor of PRINTENS' INK:
Referring to your article [September 22 issue, page 17] on the twenty-eight day month—looking at it from any view point of commerce, business or labor, it looks to be in the best interests of all times to be in the best interests of all times for the public to see the many advantages over the present months ranging from twenty-eight to thirty-one days. But when it is adopted we will all wonder why the change was not made years ago. Editor of PRINTERS' INK:

years ago.

We are in a new era of improvements and inventions that our forefathers never thought of. What would my forefathers think if they came back and found we were sending wireless messages to any ocean of the world

of our ships on any ocean of the world and receiving a reply in few bours? And what would they think of the radio, the automobile and all the wonderful changes of this modern life?

So it will be with the twenty-cight day month. When it is adopted the old system will pass into history with the remark, how was it that it was not discarded years before; especially when we get to see and understand the great advantage and benefit it will be to markind. kind.

To be of full benefit it would require to go into general use in many countries of the world, especially in the English-speaking nations. ROBERT DOLLAR.

To Publish "Circulation," a New Magazine

The first issue of Circulation, a new monthly magazine published by C. A Darling, Chicago, will appear in November. It will be devoted to the interest of circulation managers and subscription representatives. The page size will be representatives. The five by eight inches.

Appoints M. C. Mogensen & Company

The Eureka, Calif. Humboldt Standard has appointed M. C. Mogensen & Company, Inc., publishers' representative, as national advertising representative. The Mogensen company has been its representative on the Pacific coast.

New Daily at Creston, Iowa J. W. Halden and C. F. Skirvin have started publication of the Evening Menus, a daily newspaper at Creston, Iowa. Mr. Skirvin was formerly publisher of the Keckuk, Iowa Gate City and Constitution.

"Shoe Retailer" Advances A. C. Klein

A. C. Klein, for many years Mil-waukee representative of the Shor Re-tailer, has been appointed Chicago man-ager of that publication.

K N O W N M E R I T



CONINGSBY DAWSON

Fiction



When does National Advertising become



HEN THE MERCHANT appeals direct to the consumer in marketing the product your advertising has pioneered, national advertising affects the local market. Then the value of the advertising you have placed bears weight, in the local merchants' follow-up campaign, to move your merchandise.

The Journal is the choice of the heaviest local space buyers in Portland. It has led in department store advertising for six consecutive years. Too, it's the choice of all leading local specialty merchants.

The reason is simple—Portland merchants know the pulling power of the Journal, because of its greater circulation in Portland's trading area.

The JOURNAL Portland-Oregon

Benjamin & Kentnor Company, Special Representatives

Chicago – Lake State Bank Bldg.
New York – 2 West 45th St.

Los Angeles – 401 Van Nuys Bldg.
San Francisco – 58 Sutter St.

Philadelphia-1524 Chestnut St.

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How Price Maintenance Will Be Investigated

Washington Buresu of Paintes' Ink
THE importance of the price
maintenance investigation, now under way by the Federal Trade
Commission, is indicated by a great many inquiries as to the methods to be employed. However, until recently nothing of an authentic nature could be learned regarding the ways and means to be employed by the Commission in making the

investigation.

Last week, though, after dis-cussing the subject, Dr. Francis Walker, chief economist of the Commission, who has charge of the investigation work, gave a representative of PRINTERS' INK an interview on the methods he is developing. He pointed out that it would be impossible to undertake successfully such an important and far-reaching inquiry by any preconceived and definite plan, since precedent is lacking. Facts necessary to an intelligent understanding of the proposition are being revealed as the work progresses, and as rapidly as the facts indicate the necessity of acquiring additional information, methods are evolved to secure the data.

"Those who have followed the long debate on price maintenance," Dr. Walker said, "know that legislative hearings and frequent discussions by trade groups have not resulted in a final determination of the issue. This fact and the importance of the subject led the Federal Trade Commission to believe that it is highly desirable to ascertain the facts regarding price maintenance by a comprehensive

scientific inquiry.

To date, the most important thing we know of the subject is the large number of disputed problems it involves. The hearings and discussions have developed a great many interesting phases of the subject, but there have been comparatively few points on which all parties to the controversy could agree.

"Our preliminary study has

shown that there is a lack of statistical and quantitative data. It is necessary not only to know the facts as they are found in any one line or group, but also how the facts are related to the merchandising of other lines and to other groups. For instance, it may be a simple matter to establish the results secured by a manufacturer of one line of goods in maintaining his prices throughout his distribution; but that is not enough. We must learn how his price maintenance affects other manufacturers, and also its effect on the prices paid by the jobber, the retailer and the consumer. On this, as well as all other phases of the subject, there is a marked differ-ence of opinion, and it is the contention of the Commission that the question can be answered satisfactorily only by statistical facts."

QUESTIONNAIRES TO BE USED

There is little doubt, Dr. Walker explained, that a great deal of the information will be called for by questionnaire; but it is impossible to state what form it will take or the phases it will cover, for the reason that it will require considerable study. Every question should be framed in such a way that its meaning will be unmistakable. A phrase that might be clear to one manufacturer might mean something different to another in a different line, and it might carry still another meaning with jobbers and retailers. Furthermore, it is necessary to prepare uniform questions, so that the answers will be capable of tabulation and classification.

To secure the information on which this work can be intelligently based, the field men of the Commission will be largely responsible. They will have to call on manufacturers and distributors in various lines, and secure data which will form the basis for the statistical investigation. Such work is also important, it was pointed out, in connection with complaints that it is unfair to cut prices established by manufacturers. Legislative hearings have indicated that many manufacturers do not consider price cutting, on the part of

jobbers and retailers, as unbusinesslike. Hence it is necessary to determine what the points are on each side of the argument, before subject can be adequately handled by questionnaire.

"From the work we have done so far," Dr. Walker said, "it is indicated that we shall use three methods of gathering data. First, field investigators will call upon representatives of manufacturing, distributing and retailing organizations in various lines. These men will also interview members of the public, so that we will have accurate information from all interests.

"Much information unquestionably can be secured by the questionnaire. We know enough about the subject to say that it is likely that the questionnaire will be used in securing information from manufacturers, distributors, jobbers, retailers and the public.

"Then it is quite possible that before the investigation is concluded it will be advisable to hold hearings before the Commission on the subject of price maintenance. Some important questions cannot be conveniently answered except by hearings with oral questions and answers. At any rate, the Commission will not neglect any method that promises to secure information necessary to solve the problem of price maintenance."

Analyzes Public's Reaction to Speed Advertising

HERBERT L. TOWLE PHILADELPHIA, OCT. 11, 1927.

PRINTERS I. 10 WIE

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Editor of PRINTERS' INE:

In connection with the recent articles in Printers Ink on the subject of speed advertising of automobiles, there is some tendency to discuss the subject as though "the public" had only one type of mind, whose reaction to speed advertising could be definitely predicted. In reality, of course, there are many types of mind; and drivers react differently to a given advertisement, just as they react differently when placed in control of a fast car. It is not merely a question of expert handling. Even more, it is a question of the driver's sense of responsibility.

Probably the safest driver is the one who takes the same pride in his competence and in keeping his driving record clean that a ship captain takes in keeping his vessel affoat. Such a driver can safely be trusted with a car of any power.

But those drivers are few compared to those who are satisfied merely to escape

But those drivers are tew compared to those who are satisfied merely to escage unpleasant consequences. Even we is the driver who can hold only see idea at a time, and whose uppermost thought is simply to have a good time regardless. That type of person seldom has money enough to pay for any dange he may cause.

The real danger arises from the fact that the constantly lowered price of automobiles, their steadily increasing speed, and the cheapness of high-powered used cars, have put thousands of fast-moving machines in the hands of persons who, although able to buy and operate them, lack both the alertness and the sense of obligation which would make them after a regards their neighbors on the road. In this situation, anything that tends is encourage speed competition, or even merely to exploit speed as such, is cermerely to exploit speed as such, is certain to aggravate the trouble.

If almost all cars had uniform speed If almost all cars had uniform speed capabilities, and almost all drivers had the same ideas about speed, then the presence of a few cars of considerably greater speed, in the hands of drivers correspondingly minded, would cause no great harm. Those drivers would simply get past the slower cars and go on their way. Unfortunately that is not the case, and cannot be.

Competition among makers and drivers.

Competition among makers and drivers produces cars of all sorts of speeds, and anything that stimulates the building and driving of the faster cars inevitably building and driving of the faster cars inevitably invites their misuse. No way has been found to tell a certain driver that he may safely drive a car with a top speed of fifty miles an hour, but not one of sixty or eighty miles.

It would be unreasonable to forbid the construction of very fast cars so long as there are drivers able to us them with restraint, but public sentiment ought to discourage exploitation of their

speed.

HERBERT L. TOWLE.

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N. R. Perry Addresses Agency Executives

Representatives of advertising agencies were the guests of Liberty at two group meetings which were held at the Hotel Biltmore, New York, last week. Nelson R. Perry, advertising manager, addressed the gatherings on "Changing Times," as illustrated talk in which he contrasted advertising of the present with the vogue followed twenty years ago.

J. M. Broun with Sterling Agency

Joseph M. Broun, recently in the advertising department of the Fairchild Publications, has been placed in charge of the direct-mail department of the Sterling Advertising Service, New York. He was, at one time, in newspaper work at Washington, D. C.

Opens Art Studio at Detroit

Harry Siegerman, formerly of New York and Chicago, has opened an art studio at Detroit.

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Illustration used in advertisement for Smith Endicott Company Printers' Ink, Sept. 22, 1927

CHAT this agency, thoroughly familiar with New England conditions and publications, chooses to use a cut of the Front Page of the Boston Evening Transcript in illustrating how it cares for the advertising of one of New England's largest trust companies is deeply significant to the financial advertiser—a tribute to the Transcript's standing in that field of advertising.

Boston Ebeniug Transcript

Represented by

CHARLES H. EDDY CO.
New York Chicago Boston

R. J. BIDWELL CO.

Yes—The Exclusive Grocery Store Is a Has-Been

The General Food Market Appears Slated to Take Its Place

By A. H. Deute

'HE individual retail grocer and the wholesale grocer are bound to find much that is encouraging to them in the talk by Edward Dale, extracts from which were published in the October 6 issue of PRINTERS' INK.*

As vice-president of the Safeway Stores, doing an annual business of \$60,000,000, Mr. Dale speaks with authority. Consequently, the man who has been wondering what the future holds in store for handlers of food may take to heart the points Mr. Dale brings out.

Mr. Dale does not make a case either for the chain-store operator or for the individual grocer and the jobber. He does, however, point out the tendencies in food distribution. And those indications are not by any means gloomy for the retailer and wholesaler.

His outstanding suggestion is that during the course of the next few years there will be a marked tendency, on the part of the individual store, be it a unit of a chainstore system or an individually owned store, to become in every way a food store, instead of exclusively a grocery store.

"Everything to eat obtainable under one roof" might well be the slogan for that type of store.

Looking about one, it does not require a great stretch of the imagination to appreciate that this trend is prevailing. As a matter of fact, the opposite condition, namely, the little store with a limited stock and with the minimum number of lines, may be set down as rather a chain-store idea or experiment. The individual merchant has kept his groceries augmented with supplies of vegetables and fruit. The delicatessen counter has often had its place, while if there was not a meat depart-

ment operated by the same owner, very often there has been a meat department in the same store, owned by another man, or else the meat shop would be next door, with a passageway in between. The individual grocer, through the last ten to fifteen years, has been the man who has kept alive the idea of a general food store.

Against this idea of a broad line there has been the chain store which operated on small space, limited lines and simplified meth-

It is worth noting that Mr. Dale, in his statements, is not so much foretelling the future, out of thin air, as it were, as he is reporting faithfully what is going on and how these happenings are likely to

influence the next few years.

If he is correct, and there is no reason to question his opinions, then it becomes plain that the principles under which the chain stores operate and those under which the successful individually owned stores operate are becoming more and more reconciled. This does not mean that there will be a lessening of the number of chain stores or of the volume of business done through them. But neither does it mean that the individually owned store is going to be an economic impossibility.

Several factors have combined to bring this about, namely: (1) The steady improvement of the quality of the individual merchant as compared with his prototype of ten and (2) The setwenty years ago. rious study which the wholesale grocery trade has made to improve its methods and the resultant betterment; (3) the assertion on the part of a very large portion of the buying public that it likes service such as deliveries, and that it not only appreciates but practically insists upon "charge accounts"; (4)

JOHN

^{* &}quot;Will the Grocery Follow the Dodo and the 'Drug' Store?"

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To Cover California You Should Begin With Los Angeles

BECAUSE Los Angeles is not only the largest market in the State (in fact, west of Chicago), with a population of over 1,300,000, but it is the richest, per capita, metropolitan market on earth. Its citizens can, and do, buy what they want and need.

To Cover Los Angeles, The Evening Herald Certainly Should Be Your "Lead" Newspaper

BECAUSE The Evening Herald not only has the largest daily circulation in Los Angeles (in fact, west of Missouri), with a total of 206,879, but in the city of Los Angeles ALONE it reaches 53,033 MORE families than the next largest Daily (a morning paper) and over 95,000 MORE than the next afternoon paper.

These are merely cold, hard facts...but they are interesting to the man who is spending cold, hard dollars for newspaper advertising.

For Business Reasons Use The

LOS ANGELES EVENING HERALD

Representatives

JOHN H, LEDERER, 910 Hearst Bidg.

San Francisco
J. NORRIS HILL, HERBERT W. MOLONEY, 610 Hearst Bldg.

San Francisco
New York
Wellow Ave.



166,044 135,404

SUNDAY!

Only Louisville itself can match this phe—nomenal growth. These new circulation high water marks represent one of the most complete market coverages in America

The Conrier-Lournal
THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL ACENCY MEMBER OF THE 100,000 GROUP OF AMERICAN CITIES the liste tom chair chair prove Chair and oper ual

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the inclination of chain stores to listen to the wishes of their customers and the gradual rising of chain-store costs as the caliber of chain-store service has been improved.

Considering the markets in which chain stores and wholesale grocers and individually owned stores are operating, there has been a gradual coming together of the costs of the chain stores on the one hand and the jobbers and retailers on the other. There are evidences in many markets to show that the individual retail grocer can lay his supplies down, on his own floor, as reasonably as the chain-store unit can draw them.

In various ways, the chain-store systems of today have improved their stocks and their service over the pioneer days. This costs money and is reflected in operating expenses. When chain stores were novelties, people who patronized them were willing to accept almost anything in the way of merchandise and service. Since then, they have become more critical.

There has been a great leveling influence at work during the last few years. First, the consuming public has kept in mind the service and convenience features. The chain stores have felt the weight of this demand. National advertisers of food products have not only kept their products before the public through generous advertising, but they have asserted themselves in the face of what seemed to be a tendency to ignore brands and brand strength.

Then, too, the individual grocers of ten years ago have mostly passed out of business, while a grocer whose business is running today and who operated twenty years ago is indeed quite a rarity. The individual retail grocer of today is in almost every way an entirely different specimen of busiman from his ancestral brother. It is a rare thing to see a cat asleep in a window. Neither does a barrel, empty except for a dozen brooms stuck into it, serve as a window display. There is a new school of grocers today.

This is not meant to pat any grocers on the back. They must

ENCY

admit, in all fairness, that they have been driven by competition to better methods. If they have not been inclined to improve, they have ceased to exist, because the chain store has most assuredly taught the individual grocers the importance of stepping lively. One must say this, though, for grocers as a class—they have not only become willing, but able, to step lively.

The same is true of the wholesale grocer. He's a different type today. He no longer sits back and damns the chain store while he bullies manufacturers into refraining from selling chains. He regards the local chains as competitors, but he meets them on a common ground. He knows that the chain stores have wholesale costs and delivery costs, often running alongside his own. And they have expenses which he does not, that offset those which the chains do not have to bear. He knows that he has brought his cost of business down considerably - in fact, he has reason to believe that he is within striking distance of the chain stores' wholesaling cost.

All along, thoughtful students of retail merchandising have pointed out the fact that the individual owner, operating his own store, could, if he so desired, provide a more elastic, more personal, more localized service than could the unit of the chain store. Of course, the chain-store unit, on its part, has the advantages which accrue through highly systematized and organized buying and merchandising. And then, too, there was the glamor which surrounded the chain store—that something which induced Mrs. Jones to go to the chain store, purchase her wants, pay cash for them and carry them home, while, an hour later, having forgotten the loaf of bread and the package of matches, she would telephone to her neighborhood grocer, ask to have the order delivered within the hour and, of course, have it charged.

Over a period of time, things have sort of leveled off. The individually owned store has adjusted itself considerably to chainstore methods. And the chain stores have come to realize that

people want convenience and ser-

For one thing, women have manifested a greater and greater liking for buying all their food at one place. And why not? It is infinitely simpler. And it is economically sound.

The recognition on the part of one of the outstanding chain-store men that this is so is worth not-ing. But even before this, there ing. But even before this, there has been noted a tendency on the part of chain stores to broaden their lines. Meats and vegetables have been making themselves noticed. Candy is occupying a more prominent position. Delicatessen counters and departments are being installed. Fruits fit in alongside the vegetable displays. And now one sees cigarettes make their ap-

pearance.

A brand-new arrival, noted here and there, and no doubt slated to gain ground rapidly, is frosted or frozen fish in one-pound cartons. As a matter of fact, there is no more reason why the housewife should buy a whole fish, with head, tail, fins, bones and what-not, when she wants to give her family fish for dinner, than there is for her buying a whole pig, on the hoof, every time she wishes to serve sausages and buckwheat cakes. And so now fish fillets are coming in to the retail food shops. One sees them on sale, packed in pound cartons, like butter cartons, and placed in the icebox, alongside of butter, cream cheese and other perishables.

All this is particularly interesting, though, because it demonstrates the tendency of the chain-store stocks to adjust themselves along the ideas of the old-time independent stores and away from the minimum assortment which marked the chain-store stocks of ten and

even five years ago.

Now, one might argue that this means that the individually owned store is once more in the ascendency. The snappy little chain-store unit, with its one or two men on the pay-roll and its small assortment of groceries, sold for cash, with no delivery service, is, appar-ently, not the last word in mer-chandising. The broader assortment of the old-line grocery store. plus all the other food products besides groceries, seems to be what people want. Maybe chain stores have attained their maximum stage.

But, lest the individual grocer become unduly elated, we might argue that the chain store is simply broadening its service. It has learned how to give more. And it is stepping over into what used to be regarded as the individual retailer's field. Verily, the chainstore man is hot on the trail of the individual dealer. If now the chain-store unit is to provide meat and fish and fruit and vegetables and delicatessen products, what is left for the individual merchant?

From the standpoint of the independent retailer, it would seem that the status is not changed. The man with adequate capital and a knowledge of the business is going to keep right on doing business. And he can grow. Also, he can, if he chooses, have more than one store. He can have a little chain, as it were, of two or three or a half dozen stores. There are many reasons to believe that the baby chain is on the verge of a big development—the baby chain which is a sort of middle ground between the great chain system and the individual store.

Looking at it from the viewpoint of the national advertiser, or the man who is debating whether he should become a brand builder, advertising his product under his own name and working to create a business on his own label, some interesting facts stand out.

Plainly, the consuming public is still the dominant factor. women are making it known in plain language that they like certain things with their buying.

They are proving that they wish envenience in marketing. They convenience in marketing. consider economy and study values, and they have made it very plain that they want to buy where they can easily see everything they are considering.

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West Coast Lumber Bureau Moves

The West Coast Lumber Bureau has moved its office from Longview, Wash, to Seattle.

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A RECORD INCREASE In National Lineage

In September of 1927 The United States Daily carried TWICE as much paid advertising lineage as in the best previous month, and nearly SIX TIMES as much as in September of last year. Two and one-half times as many important advertisers used The United States Daily in September of this year as in the same month of 1926.

The average lineage used by these important advertisers was more than TWICE the average lineage for September of 1926.

The present outlook for October lineage indicates a further record of growth in advertiser acceptance of The United States Daily.

Any advertiser with a message for Influential America can reach this exclusive market more directly and with greater effect with space in The United States Daily than in any other way.

> A MUST Paper for Men of Affairs

The Unit tates Bailu

Established March 4th, 1926

The Only Daily Newspaper Devoting Itself Entirely to the Official News of the Government

DAVID LAWRENCE President

Mashington New York Office: 52 Vanderbilt Avenue

Chicago Office: London Guarantee Bldg. Member A.B.C.

VICTOR WHITLOCK Vice-President and Director of Advertising

Detroit Office: Dime Bank Building

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Telegraph Delivery Stimulates Florist Business

Washington Bureau of Printers' Ink A N additional business of close to \$6,000,000 was secured last year by the members of the Florists' Telegraph Delivery Associa-tion, Inc. This volume is the result of the development of business and selling practices, of which the telegraph service is a principal factor, according to the various addresses made before the annual business meeting of the association

The telegraph service was begun in 1912 by the present organiza-tion which had at that time only

at Washington last week.

sixty-seven members. The association now has approximately 4,000 members, and the various reports show that numerous benefits have accrued to them as developments from the original idea. As the telegraph business grew, it became necessary to establish a clearing house, at Detroit, to handle the orders and guarantee credits. Now the clearing house appears to be a central source of advertising and

business ideas that are developing

the industry to an unusual degree. For the florist member who receives an order to be telegraphed to a member in another city, there is no question of credit. The transaction is, of course, completed at once. Both parties immediately notify the clearing house of the order. The florist who secured the order is credited with 20 per cent of the amount of the sale, and he remits the balance to the clearing house, which credits the amount to the member who delivered the goods. Each member puts up a credit deposit, which is kept in a fund by the central of-This fund enables the clearing house to guarantee all credits. This procedure simplifies bookkeeping, and has made the present expansion of the service possible.

In the matter of advertising, the clearing house has been a stimulating influence of considerable value. Back in 1912, the retail florists of the country spent prac-

tically nothing in local advertising. Since then the association has developed a system of advertising helps, and for some time the clearing house has been furnishing to all members a definite plan of re-tail advertising with the material necessary for its publication. As a result, it is probable that the members of the association spent more than \$1,500,000 in local ad-

vertising last year.

Another important feature of the clearing house is a better business Originally, this service was created by an independent organization and sold to retail florists, and it was so successful that it was taken over by the association last spring. Its purpose in to furnish a complete plan for the profitable operation of the re-tail florist business, and it includes methods for keeping books, cost determination, budgeting, buying, ideas for making up flowers, store management and salesmanship. The complete service is sold by the association to its members, and collections for it are made by the clearing house.

The clearing house has not only encouraged advertising and introduced better business methods, but has also raised the standard of credit throughout the retail field of the industry. All bills for tele-graph deliveries must be paid each

month without exception.

Still another benefit of the services conducted by the clearing house is the spirit of co-operation which has developed to rather a remarkable degree. Last spring this spirit was shown by the success of the promotion of a cooperative florists' telegraph delivery window display. A large percentage of the membership of the association took advantage of the plan and materials furnished by the clearing house. Several thousand special windows were trimmed with the displays in all parts of the country, and in Chicago, alone, about sixty florists co-operated. Newspaper advertising was also used by the members, and the timely multiplicity of special windows and advertisements gave considerable impetus to the telegraph service.

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TAKE THIS NEWER PRIMROSE



THESE DAYS, the path of least resistance for sales is most often lined with flowers.

For men and women who have some vision of abundant living, and the means to fulfill it, surround their homes with gardens. It is their mark of caste. It is their notice to all and sundry that here is a home of the better sort, sheltering folk whose investment is made in good living, day to day.

Such people will listen to you eagerly if you offer them some new way of making life still more pleasant.

And you can find these families by the hundreds of thousands now. For more and more, as the unexampled prosperity of our country creates surplus incomes, men and women of good taste turn to gardening. It has become the vogue—a vogue so basic in its appeal as to present endless possibilities of expansion and development.





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To serve this growing interest in gardening and home-making there is only one magazine of large appeal—Better Homes and Gardens.

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EVERY YEAR since 1922 the circulation of Better Homes and Gardens has grown faster than that of any other home magazine in America.

Now it reaches a million families—90% of whom own their own homes.

74% of these homes are in the retail trading areas of cities over 25,000, 93% have electricity, 67% have gas.

There is nothing forced—nothing exotic or temporary about this remarkable circulation. It was not inveigled by fiction nor stimulated by selling tricks.

People were simply waiting for such a magazine as Better Homes and Gardens. Its "how-to-do-it" advice on home-making and garden-planning, filled an overwhelming need.

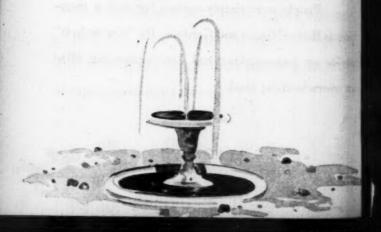




Gardens today are an index to buying power. When, recently, a certain famous Swiss authority on rock-gardening visited America to lecture upon his specialty he was almost mobbed by American women whose acquaintance with the subject amazed and delighted this man who thought himself a lonely worker in a little-understood field.

For advertisers Better Homes and Gardens has created an overwhelming opportunity. It has brought together in unparalleled concentration the people who are perhaps the most responsive and responsible buyers in the world—owners of prosperous homes, with gardens. In actual fact, a path of roses leading to easier, more profitable sales.

A MILLION CIRCULATION A MONTH





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Jovernment Advertising Inquisition Is Resented by National Advertiser

Counsel for The Potter Drug & Chemical Company, Maker of Cuticura Preparations, Challenges Federal Trade Commission's Right to Ask Questions Pertaining to the Company's Advertising Appropriations

N the hearings which the Federal Trade Commission has been onducting for the purpose of noving its charges against various associations in the publishing and advertising business, this Government body has called numerous divertisers as its witnesses. For several years such witnesses have unbmitted to any questioning that was done by the attorney for the Commission, E. W. Burr. Last neck, however, at a hearing held in Boston, the Commission found itself faced with a somewhat different experience on this core.

Mr. Burr met with stiff resisance to almost every question he jut to Mrs. Viola P. Rollins, advertising manager of The Potter Drug & Chemical Company, of Malden, Mass., maker of Cuticura preparations. Objections to questions asked were made by J. F. Bassity, counsel for the Potter Drug & Chemical Company. He objected on the ground that questions asked (questions such as the amount of the company's advertising appropriation and its methods of securing distribution) represented an attempt on the part of the Government to pry into private affairs, since his client was not properly a party to the case in hand. Because this testimony raises the highly important question of the Government's right to make an advertiser disclose at a public hearing facts and figures that he considers "trade secrets" it is pub-lished verbatim in this issue of PRINTERS' INK.

This Boston hearing was a continuation of the hearing held at Chicago during the week of October 3 and of many other hearings previously held in different parts

of the country. As explained in a report of the Chicago hearing, given in PRINTERS' INK of October 13, the case involves charges made to the Commission by undis-closed plaintiffs against the American Association of Advertising Agencies, American Newspaper Publishers Association, the Southern Newspaper Publishers Association, the Six Point League and the American Press Association. The sum and substance of the Commission's charge against these various associations, as it is gen-erally understood, is that they have conspired to prevent advertisers who place business direct from receiving the commission ordinarily paid to an advertising agency. The Commission's line of procedure at previous hearings has been to endeavor to obtain from witnesses which it summoned information which would establish that advertising is interstate commerce and would show that there which had been attempts by the associations named in the complaint to regulate commissions. This same procedure marked the Boston hear-

OTHER WITNESSES

Advertisers summoned to appear, in addition to the Potter Drug & Chemical Company, were the W. L. Douglas Shoe Company, Lydia Pinkham Company, Mellin's Food Company, and Carlton-Hobby Company, maker of Father John's medicine. In addition to representatives of these advertisers, there was also present as a witness, Willis H. McLauthlin, who, until recently, was advertising manager of the Walter Baker Company. Other witnesses at the hearing were Harold W. Barber, of the J. W. Barber, of th

ber Advertising Agency, S. A. Conover, head of the advertising agency bearing his name; Richard S. Humphrey of the H. B. Humphrey Company, Boston; Charles H. Taylor, treasurer of the Boston Globe; Edwin W. Preston, publisher of the Boston Herald and Traveler; Edwin E. Ledson, secretary of the Advertising Club of Boston; James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies; J. Frank Eddy of the University Press of Cambridge; A. C. Barton, of the Back Bay Electro-typing Company; John E. Shea, of the Shea & Martin Company, maker of electrotypes, and Willard F. Scott, of the New England Electrotype Company.

The questioning of the representatives of the three electrotype companies was for the purpose of establishing whether or not adverinterstate commerce. tising was The two newspaper representatives were examined principally on the so-called "agency recognition" system. Mr. Taylor was examined at considerable length on this particular subject because of the fact that he is a member of the committee on advertising agencies' relations of the American Newspaper Publishers Association, and because he is secretary and treasurer of the Boston Daily Newspaper Association, which investigates the credit standing of New England advertising agencies.

PRESENT AGENCY SYSTEM UPHELD

In the course of a cross-examination by the attorney of the American Newspaper Publishers Association, Mr. Taylor vigor-ously upheld the present-day system of advertising agency remuneration.

The hearing in Boston covered a period of two and a half days. It started on Monday morning, October 13, and continued until Wednesday noon, when it was adjourned. It will be continued in New York on November 14. Extracts and reports on the testi-mony of a number of the various witnesses at this hearing follow.

How Cuticura Objected to Government's Questions

FTER Joseph F. Bassity, attorney for the Potter Drug & Chemical Company, maker of Cuticura preparations, had announced that he and Mrs. Viola P. Robbins were present in answer to summons from the Commission. Mrs. Robbins was sworn as a witness. When a few perfunctory questions had been asked, objection to the whole proceeding was voiced by the attorney for her

company.

His first objection came when the attorney for the Commission, Mr. Burr, asked for the approximate figures on the Cuticura advertising appropriation. To this question Mr. Bassity interposed the following objection: "May it please the Court, we consider that a matter of great importance to us in the conduct of our own business and it is more or less a trade secret. I submit that information should not be given." The testimony from that point on, which shows this advertiser's belief that it should not be forced to tell its private affairs in public, is as follows:

Mr. Burr: I don't care to press the question, if I may ask this.

Q. (Speaking to Mrs. Robbins) Let us see how your counsel will look upon this. You are a large advertiser, you spend several hundred thousand dollars yearly or A. Yes on your advertising, do you?

A. Yea.

A. Yea.

Mr. Bassity: I am willing to admit for the sake of argument we are very large advertisers, but as to the approximate figures, I think it is unfair.

Mr. Burr: It is not a trade secret. It may be something that they don't care to give out, none of them care to give it out, but it is not a trade secret in the meaning of this act.

Mr. Bassity: I submit that it is. Giving out very valuable information.

Mr. Burr: Well, there are none of their competitors here, and it does not so whether or not this question is a trade secret. I don't think that they are divulging any secrets, because none of their competitors are going to buy his record.

of their competitors are going to us,

Mr. Bassity: How do you know that
some of our competitors may not be
here today? It seems to me that points
such as this of extreme importance to
our business should not be divulged at

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this hearing, as the amount which we spend for advertising is one of our valuable secrets. I am perfectly willing to admit that we are national ading to sumit that we are national advertisers, that we advertise I think in all the magazines and papers, and I think it is decidedly unfair to ask for any further figures than that. I take it, if I may argue, that the sole think it is decidedly unitar to as-for any further figures than that. I take it, if I may argue, that the sole fact which would be evidential, which would be important in the testimony of this witness is that our concern is a concern which has a tremendously large concern which has a tremendously large advertising business, we are advertising substantially in every important paper in the United States. That shows the position which we occupy, if you will, but I think it is decidedly unfair to ak anything in view of that statement which I wanted incorporated into the record, as to the amount which we spend.

spend.

Mr. Burr: If the Commissioner please, the trade journals come out with declarations as to what every advertiser is spending over \$100,000 in the country. I think I have got a statement as to what was spent for Cuticura, and it is widely known that these people are spending hundreds of thousands of dollars and if they will admit that, I will not press for exact figures. I don't want to hurt anybody's feelings, but otherwise I think I am fair in pressing the question.

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ing the question.

Mr. Bassity: I am not accustomed to think in units of \$10,000, but rather substantially larger units. That has nothing to do with this case. I will admit that we are national advertisers on a very large scale and I assume that the purpose of this question is to show nothing but that? I will admit it, beyond that I shall make no admission, and shall vigorously oppose the admission of any testimony as to dollars and cents for the reasons which I have already stated. I have already stated.

Mr. Burr: I still press the question.
Mr. Bassity: Which I think admits
the facts without going into the quan-

tity?

Mr. Burr: How long does your advertising run in these various national papersi

Mr. Bassity: I think that question

is too vague.

Mr. Burr: Is it one insertion for a year or are they inserted in a number of these various papers once a week or once a month, or what?

Mr. Bassity: What paper is he re-ferring to. I object to that. I said nothing and admit nothing as to the number of insertions or the amount of advertising, absolutely nothing. Mr. Burr: I think I shall press the

question.

Mr. Bassity: And I press my objection. I want my objection noted on this basis first, that I have admitted nothing with regard to the answer which this witness might give, second, as to the answer of this witness I feel that it is unjust and unfair to us and has conceivably nothing to do with the case and is of great advantage to our connections. competitors.

Mr. Bassity: I think, may it please Court, we ought to pass on the

admissibility of the question to which I have objected.
The Examiner: Will you read the

question?

[Question read.] The Examiner: This is overruled and

the exception noted.

Mr. Burr: What was your approximate appropriation in round figures?

The Witness: We don't make a definite appropriation.

Q. How much do you spend in an

average year?

Mr. Bassity: Objection, What year?

Mr. Burr: 1926.
A. You mean in the United States only?

O. In the United States only, yes.
A. I shall have to include Canada in the United States, \$800,000 to \$900,000.

Q. And how much of that is newspaper advertising, most of it?
Mr. Bassity: I object. If you know.
A. Well, I don't know exactly.

Q. I am not asking you exactly, but the great bulk of it is in newspaper advertising?

A. Yes.

O. Do you employ salesmen?

Q. You rely upon advertising in lieu salesmen?

A. Yes.

Q. Did you ever employ salesmen? A. No.

Q. The business was built up on the advertising basis from the start?

Mr. Bassity: I object. May it please the Court, I don't think this is treating us with even elementary fairness, to ask these questions about our business. Mr. Burr: It has always been written

out in the magazines—
Mr. Bassity: Not in regard to our
business. If it has, it has not been
written out or printed upon the author-

ity of my client.

Mr. Burr: Can you give me your best estimate as to bow large the appropriation is?

Mr. Bassity: If you know.
Mr. Burr: She knows what her best

estimate is. Mr. Bassity: No, because she didn't have anything to do with that. I don't think you are framing your question rightly.

A. Does that include magazines?

Q. How much of your appropriation r advertising goes to newspaper space? A. Newspapers and magazines? Q. Newspaper space. A. I cannot tell you without looking

that up.

Q. It is larger in the magazines or smaller?

Smaller?

Q. Do you use any other medium, do you use this outdoor advertising a good deal? A. No.

O. All your advertising is in news-papers and magazines?
A. Yes.
Q. Did I not understand you a mo-ment ago to say that you employed no salesmen whatever?

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A. Q.

Bassity: How is that conceivably material, on the issues in this case, whether the Potter Drug & Chemical Company employ salesmen? I take it that the only fact to which all these questions are directed is the fact that questions are directed is the fact that we are national advertisers, and as I understand the complaint here, this complaint had to do only with national advertisers who are brought in here as witnesses solely for that purpose. Why should this Commission, and I say this very respectfully, attempt to the state of the

and I say this very respectfully, attempt to go into these various details of our business? I submit it is grossly unfair.

Mr. Burr: If the Examiner please, this all goes to show one very important fact that we have alleged in our complaint; namely, that the advertising on the part of a great number of advertisers is the means by which they do their distribution, and that it is, therefore, on a parity with salesmanship. It is precisely the same in principle as if they were regulating the number of salesmen that a firm was employing, etc., and in order to do that I think it is proper to prove, as we have proved in quite a number of cases already, that there are concerns that already, that there are concerns that use the advertising mediums as a substitute for salesmanship of a personal character, and therefore the proof is that those who combine to regulate and

control advertising are regulating and controlling the business itself.

Mr. Bassity: That is a perfectly valid argument, if we were the respondents here, but we are not. We are and bassity. That is a perfectly valid argument, if we were the respondents here, but we are not. We are witnesses, and to come here and have all the trade secrets of our business, all the ins-and-outs of our business heard at a public hearing here, I most strenuously object to and I urge most strenuously object to and I urge most strenuously object to the insufficient of the court spain of the most strongly on the Court that this question should not be allowed. To endeavor to go into the minutia of our business is grossly and decidedly unfair. That is on the question about the number of salesmen, and at the risk of tiring the Court again I would urge on the Court this, we are here as witnesses, pure and simple, and this case itself is concerned with advertising. Now we are perfectly willing, in fact, we are glad to give to the Federal Trade Commission any information which we have on the question of our advertising. But it seems to me, it is drawging in another kind of affair al. advertising. But it seems to me, it is dragging in another kind of affair al-together, when we are asked how we conduct our own business. What posd how we What possible bearing can that have on the quesand issue before you? Ir. Burr: This is pro

Mr. proof that they

Mr. Burr: This is proof that they are doing their distributing by means of advertising in lieu of salesmen.

Mr. Bassity: Suppose we are.

Mr. Burr: Then the minute they try to regulate the entire national advertising business, they are regulating you?

Mr. Bassity: No.

The Examiner: Will you read the cuestion?

question ?

[The question is read.]

The Examiner: The question is overruled and the exception noted.

Mr. Burr: How many salesmen do

n employ? The Witness: We employ no salesmen.

Q. You never have? employ no salesmen; you

Mr. Burr: That is all.

Q. How long have you been with concern?

A. Thirty-five years.

Q. And that is true during that entire period?
A. As far as I know.

Q. Do you have any traveling salesmen?

A. No traveling salesmen—
Mr. Bassity: I object. May I ask
ow any of this evidence is admissible? Why should it not all go off the rec-Burr: I have told you three or

Mr.

four times, sir.
Mr. Bassity: It seems to me it is not Mr. Bassity: It seems to me it is no of any evidential value, and it appears that we are advertising to the extent of \$800,000 to \$900,000 to the best of this witness' recollection. What possible bearing has that on the issues in this case? I respectfully move that the whole thing be stricken from the record on the ground that while it is very interesting to us-

Mr. Burr: The complaint draws the parallel between the complainant and the advertiser in such terms I think it is very competent indeed.

Q. Do you employ advertising agencies? A. Yes.

O. You always have, haven't you? A. Yes,

Q. And you pay them 15 per cent? Mr. Bassity: Wait a minute. That is a leading question and I object to that question. This witness is my brother's witness—I ask that that question be

Mr. Burr: Do you or do you not?
Mr. Burr: Do you or do you not?
Mr. Burr: Very well. I will change the question.

Q. Do you or do you not pay the advertising agency a commission or fee direct to the advertising agency. Mr. Bassity: I object. I submit it

Q. Do you or do you not pay your advertising agency a fee or commission?
Mr. Bassity: I object, because the Mr. Bassity: I object, because the question is in the alternative, for one reason, and is not susceptible to being answered categorically, and I object further because it is a leading question. It is an alternative question. The Examiner: Why cannot you give a question that can be answered Yes or No?

Mr. Burst. How.

Mr. Burr: How is your advertising agency compensated for the work they do?

Mr. Bassity: If she knows?
Mr. Burr: That is the only question.
Mr. Bassity: I object to that question for the same reason this question is prying into the secrets of our business and I feel that it is grossly unjust and an unfair question.

Mr. Examiner: The objection is overruled and the exception noted. You will confine your answer to your knowl-

will confine your answer to your knowledge, Mrs. Witness.

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Mr. Burr: They do a lot of work for you? How do they get paid?
Mr. Bassity: If she knows?
The Examiner: As I understand it, she will not answer anything that she does not know.

A. I don't know how to answer that. Q. The advertising agency does considerable work for you, do they prepare copy?

A. No.

O. You write your own copy? A. Yes.

Q. Do they do a lot of checking for

A. We do our own checking.

O. What work do they do for you, if any A. Place contracts with newspapers.

O. How do they get their compensa-on for doing that work for you? Mr. Bassity: If she knows. A. We pay the advertising bills that

they render to us.

Q. They render to you bills for their work?

A. No. They render us bills for advertising in the newspapers.

Q. You mean the question of the space ! A. Yes.

Q. And those are for the card rates, the newspapers that you advertise

Bassity: If you know that? A. I am not always sure.

Q. Do you have those bills checked under your supervision? A. Yes.

Q. How do you know whether those with the newspaper's card rates, or have them compared?

Is not this whole Bassity:

Mr. Bassity: Is not this whole ques-tion palpably leading this witness? It is perfectly obvious it is leading. Mr. Burr: This gentleman is not the opposing counsel, he has no right to object, he has not put in an appear-ance: the Commission—

Mr. Bassity: I submit that I am here rightly, as a matter of right.

Mr. Burr: He has no appearance Mr.

Mr. Bassity: I will put in an appear-

Mr. Burr: He has

Mr. Burr: He has no appearance here, for the sake of objecting to ques-tions or anything of that kind. He is not the opposing counsel here. The not the opposing counsel here. The Commissioner ruled that witnesses are

Commissioner ruled that witnesses are not entitled to appear as counsel.

Mr. Bassity: It is perfectly obvious that the witness is not appearing by counsel. As to what I am doing, I submit I have a legal right to do it, particularly so as to protect the legal trade secrets of my client.

Mr. Burr: You object on the ground that the question is leading?

The Examiner: The objection is overruled and the exception is noted.

Mr. Bassity: May it please the Court, does this appear that she has these newspaper space cards?

Mr. Burr: That is what I am trying

Burr: That is what I am trying to find out.

The Examiner: I would like to ask

the counsel to refrain from leading questions as far as possible. Mr. Bassity: There has not been any evidence, may it please the Court, that this witness has ever seen any rate card of one newspaper of the hundreds of newspapers in which they advertise. Now how can she answer that quesof newspapers.

Now how can she answer that question until it first appears that she has seen these rate cards? I submit it is an unfair question.

Mr. Burr: This woman is in charge

Mr. Burr: This woman is in charge of the advertising work?
Mr. Bassity: I object. How can the question be judicially argued when it has not appeared here in evidence that this woman has ever seen one of the newspaper rate cards?
Mr. Burr: If you will please be kind enough to bear with me, I am trying to get the facts, there is nothing here that is unreasonable, the way in which this trade is handled is known by everyone, and I want to find out just to what extent she knows about this advertising business, I presume she does

what extent she knows about this advertising business, I presume she does know. If she does not know she does not have to answer the question.

Mr. Bassity: It seems to me if he wants an answer to that question he should first establish the fact whether she had seen rate cards; if she has, he should find out where she has seen them, otherwise you get the vaguest kind of a general argument, and I hope that the properties of the properties of the properties.

Mr. Burr: I expect to be through

that the Federal Trade Commission— Mr. Burr: I expect to be through in about five minutes. If counsel will bear with me, and there will be no emphasis on the trade secrets. As to the possibility of their leaking out there will be no danger.

Q. You are in charge of the advertising for your company?
A. Yes.

Q. How many do you have under A. Depending-in which department?

Q. You have several departments un-A. Two.

O. What are they?
A. One is where the copy is prepared; the other is the checking department.

Q. What do they take as their means of proceeding in the checking department?

A. They have copy given to them and they check the advertisements in the newspapers from that copy.

O. From the copy?

Q. How are they checked; what are they checked for; what purpose? To see that the fills are correct?

A. They have nothing to do with that.

Q. Who handles the bills?

O. You handle the bills yourself? A. Yes.

Q. How do you do that, how is the checking of the bills done by you, what do you check with; what two things do you compare, in order to find

out whether it is correct?

A. I compare the bill with the entry

in the advertising books, as to whether advertisements are correctly inserted.

Q. Do you have to go to the rate card to see whether the bill is correct? A. No.

O. You don't go to the rate card?

Q. Where do you get the figure from?

A. From the contract. Q. From the contract with the publisher? A. No.

Q. What contract is it? A. The contract reported to us by the agency.

Q. Does he send you a copy of the contract?

A. No. Not a copy of the contract.

A report of the contract. Q. Do you see the rate card of the publisher?

A. Sometimes.

Q. Do you use that for comparison purposes?

A. In comparison with what?

Q. In comparison with the bills, to the that it is correct?

A. Not with the bills. see that it is

Q. For what purpose do you use the publisher's card?

Q. Is your company paying where you use the card at all; do you find that your company is paying the card rate of the publisher?

A. Yes.

Q. Does all that work go through e advertising agency then? A. May I ask what rate you mean?

Q. That check, do they check or is e checking done by you exclusively? A. The checking is done in our es-

tablishment. Q. Exclusively? A. They check some of it I suppose.

I could not tell you. Q. As far as you know, do you pay e card rate of the publisher? A. As far as I know.

Q. Do you know whether the adver-tising agency pays a card rate? A. I don't know. Q. And whom do you pay, do you by direct to the publisher or the ad-

vertising agency

A. The advertising agency.

A. The advertising agency.

Mr. Burr: That is all.

Mr. Bassity: May it please the Court,

I am going to address my motion to the
Court that the evidence of this witness
be stricken from the record on the
ground that it is immaterial and that
it has no bearing on the issues in this it has no bearing on the issues in this case at all. Now the question here is whether certain advertising agencies are whether certain advertising agencies are guilty of an unfair business contract. That I take it is the main and sole issue before the Commission. Now as seeking to get evidence on that, the testimony of this witness is offered, what does she testify to? First, that her employer is a large advertiser; second, that she is in charge of the advertising; third, that she knows that the card rate is paid to advertising

agencies, and I submit that that is all the evidence which is now before you from her, and I submit that that is absolutely immaterial and that it should be stricken from the record, that is has no bearing on the question what-

ever.

Mr. Burr: I oppose the motion for
the simple reason that we have got
here not only questions on the meris
of the case, but we are here on juris
dictional matters that I have examined
this witness on. I oppose the motion on
the grounds that I have stated.

Mr. Bassity: On the issues raised by
this complaint she has not testified to
one fact of evidential value.

The Examiner: The motion decide

of evidential value.

Examiner: motion denied and the exception noted.

W. L. Douglas Never Obstructed by Agents or Publishers

ONG before most of the agencies of today were in existence a number of businesses dealt direct with advertising mediums. of most general practice mediums was to give such advertisers the same commission as that which was granted to agencies. That practice continues to this day for practically all such old-time have advertisers 28 continued, without interruptions, to send their business direct to advertising mediums. Among such old-time businesses is the W. L. Douglas Shoe Company, of Brockton, Mass. The Commission called the advertising manager of that company-Lester D. Morris—as a witness. Questions, evidently intended to find out whether or not that company found any difficulty in obtaining the advertising agency commission when its business was accepted at the foreign rate by newspapers, or whether it had any difficulty in obtaining the local rate from newspapers and whether or not it saved money by placing its business direct, were put to the witness.

Mr. Morris testified that his company had been placing business direct with newspapers for forty years, that he experienced no difficulty in getting the agency commission from newspapers that accepted Douglas advertising at the foreign rate; that it was increasingly easier to place business with newspapers at the local rate and that he believed his company saved

money despit paid a prepar copy. testific years and 1 deavo get th advert

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money under this arrangement despite the fact that his company paid an agency a fee for help in preparing some of its newspaper copy. Magazine advertising, he testified, has been handled for years by an advertising agency, and his company has never endeavored to handle it or tried to get the agency commission on such advertising.

Douglas company spends about \$200,000 a year for advertising, of which amount three-quarters is used for newspaper space.

Mr. Morris was first questioned about the company's plan of distribution and the importance of advertising to the business. testimony on these subjects given in answer to questions by Mr. Burr, attorney for the Trade Commission, was:

Q. What is your reliance as to dis-tributing your goods, Mr. Morris? Will you explain that please?

A. How we distribute them? Q. Yes, what is your method of dis-

tribution? A. We ship to our own stores in seventy-five of the principal cities; we also ship to shoe dealers all over the

Q. Now, to what extent do you em-

ploy wholesaling houses?

A. We do not employ wholesale houses.

Q. You do your own selling? A. Yes.

Q. To what extent do you employ re-tail houses? A. We don't employ them. We sell through retail dealers.

O. You mean you utilize them? A. Yes.

O. Have you any means of creating a demand for your goods? Do you do it through salesmen, or advertising, or both?

A. Both.

Q. How many salesmen have you on the road?

can't tell you exactly, I think thirty-five.

Q. Do they report to you? A. No, to the sales manager.

Q. To what extent does your company employ advertising? A. We advertise.

You mean what mediums we use? Q. No; how much is your appropria-

in an ordinary year for advertis-A. I would say approximately \$200,000

for the space. Q. And of that how large an appro-priation is employed in advertising in

the newspapers? A. About three-quarters. Q. What mediums do you employ for balance?

A. Magazines, trade papers.

The company's advertising policy, and its experiences in obtaining an agency commission from newspapers that charged foreign rates; its experience in obtaining local rates from newspapers; and the reason why it prefers to deal direct with newspapers were brought out in the following testimony:

Q. Now, you employ an advertising agency, do you?

A. We do.

O. For what purpose? A. Placing our magazine advertising. Q. Now, on newspaper advertising to what extent, if at all, do you obtain the local rate for newspaper advertising? A. What per cent?

O. Yes. A. Forty per cent on the local papers.

Q. And the balance you pay the gross rate, or do you get a discount?

A. We pay the net national rate.

O. The net national rate?

Q. Now, when do you use the local, and when do you use the national?

A. Whenever it is to our advantage to use. Whenever the prices are found cheaper than the foreign commission for advantage. advertising.

O. By foreign rate you mean what? A. National advertising rate.

Q. Now, in what centers do you use the foreign rates? A. In cities in which we have stores, seventy-five of the principal American

Q. Now, you get local rates on some of that advertising?

A. In some cities the local rate, and the foreign in others.

Q. Do you have any difficulty in get-ting the foreign rate?

How long has your company been

employing that method?
A. I should say approximately forty
years, since we started to do advertising,
that is before my time.

Q. You were going direct to the news-papers during that time? A. Yes.

Q. How long has your company been going through an agency to the magazines?

A. I can only answer up to a certain time, for twenty-six years. I don't know before that.

O. How long about, twenty-six years? A. They have advertised in the magazines through an agency.

Q. Now, you prefer to do your own advertising work, so far as the news-papers are concerned? A. We do.

Q. Would you prefer to do your own advertising in the magazines, if you got

the net rate?

A. I do not know. We never advertised directly in the magazines.

Q. Would you attempt it if you got e net rate? A. I would not want to answer that the

question without looking into all the de-

Q. How much of an advertising de-partment does the Douglas company have?

A. You mean the personnel?

Q. Yes, how large a personnel have you there?

A. There are three besides myself.

O. Well, do you have a clerical force? A. No, that includes everything.

Q. You write your own advertising copy?

A. For the newspapers?

- O. Yes.

 A. We write parts of it, and the DorAnd Agency co-operates with us in the
 preparation of our advertising in the
 newspapers for which we pay them a
 compensation that is satisfactory to both of 118
- Q. You pay, in addition to the 15 per cent that they get from the differential? A. That has nothing to do with the magazines.

Q. You pay them sums in addition, as fee for this advertising?

- fee for this advertising:
 A. There is a compensation that they get which is satisfactory to both of us. Q. I am not inquiring how much it
 - A. There is a compensation.

Q. You A. Yes. You pay them direct there?

Q. Now, will you state why you pre-fer to handle newspaper advertising di-rect, with such help as you referred to, rather than to have an advertising agency handle the newspaper advertising for you?

A. For one reason, we believe we can buy the space cheaper than we could buy through an agency.

O. You have your advertising depart-

ment to keep up.

A. We would have to have that, even if we employed an agency.

Q. You have that view, yet you pay the Dorland Agency the extra cost of your advertising department, if there is cost of any extra cost, which results from the 15 per cent discount you get from the

papers, do you?

A. I could not answer that without looking it up. I do not know off-hand.

Q. Well, why don't you? Don't you think the Dorland people would be cheaper, if you had them?

A. I don't think it is cheaper.

Q. Don't you think it is cheaper?

A. No, not on the newspapers.

Q. You think you could pay the advertising agency the gross rates for newspaper advertising, and save money, break even, do you?

A. I don't think we could save any

money.

O. You think you are saving money under the present arrangement?

A. I do, and if I didn't think so we

would advertise through the agency. Q. Suppose we segregate the question

as to the newspaper, where you don't get the local rate, but the foreign rate? A. I think it is cheaper, that is, if we get the net rates.

Q. Now, the amount of advertising that you do with the newspapers and get the foreign rate upon, as contrasted with the local rate—is that increasing or diminishing as contrasted with year total newspaper advertising?

A. We are getting more local rates

than we used to.

Q. There are more local rates than foreign

A. We shifted from foreign to local. Q. There is a shift towards the local contrasted with the foreign?

A. Yes, there is.

Q. Is that because some of the news-papers are not willing to give foreign rates?

A. They are going after them lately.

O. On the local rates?

Q. How much reduction is there between the gross foreign rate and the local rates?

A. The gross foreign rate?

O. Yes. A. There is a big difference.

O. Between the gross foreign rate? A. And the local rate, yes.

Q. How much difference is there between the net foreign rate and the local rate?

A. That varies in different newspapers.

Q. In some is the net higher than the local rate? A. Yes. some is the net foreign rate

O. As a rule, it is lower, is it?
A. As a rule, the local rate is lower than the net foreign rate.

Q. How there? Ha difference is much of a Have you averaged it, or figured it out?

A. No. I have not averaged it, no.

Q. Is the disposition on the part of the newspapers in selling you space, to prefer that you accept the local net rate as contrasted with the foreign rate, less the differential?

A. In some cities the newspapers have local rates, and, therefore, we have to

take the local rate.

Mr. Burr: I do not think you understood the question. Will the reporter please repeat the question? (The question) on is repeated by the reporter.)
A. No, there is not.

Under cross examination by attorneys representing the American Association of Advertising Agencies and the American Newspaper Publishers Association, Mr. Morris testified that he had never been obstructed or interfered with in any way in carrying out his com-

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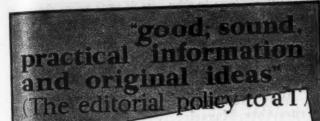
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THE MARRIE ASSEASINA OSSO

Sept. 27, 1927 clearing House, proughs Avenue, wichigan. Wr. Merbert Shryer Editor Burrough End Bard & Detroit

il the journals and magazines in office, there are very few or of your magazine, when it out to your magazine, when it sound, practical information and My dear Sirt

that come to that can mess to comes to good, a original ideas. yach member is read by all of our officials, and there is always comething of value to be found in every issue.

We are all too agt to forget to give credit, and I want you to know that there is one little bank at least, that appreciates your efforts.

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*The*Burroughs Clearing House

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pany's advertising policy by either advertising agencies or publishers. He also testified that he knows of no newspaper in which his company cannot get either an advertising agent's commission on business placed at the foreign rate or the opportunity to place his company's advertising at the local rate.

Why Mellin's Writes Own Magazine

HE Mellin's Food Company, THE Mellin's Food prefers to write its own copy and place its business direct with magazines despite the fact that it does not obtain an agent's discount from magazines it uses, according to the following testimony given by Franklin W. Doliber, president of the company:

Q. Do you employ an advertising A. We do not.

Q. How long has that been the case,

always A. No, not always. I cannot say exactly; but an advertising agency was employed from the beginning of business, which was about 1880, I think, 1890, I think, and it was then given up, and we used no agency until 1912, when we used one for one year. I mean 1912. I should have said 1912, since I was president.

O. You had considerable advertising? A. Only in the magazines, certain magazines; no newspaper advertising.

O. You pay the gross rates? A. We do.

Q. Why do you prefer to handle your own advertising? Do you think you save money, or get better results,

OF both?

or both?

A. That is rather hard to answer.
Perhaps I may go back. As I understand, when my father, the founder of
the business, gave up the agency, it
was because he felt that the company
was really doing all the work; the
company was making its own copy,
making its own contracts, as I understand, and he decided to give them up,
and as I understand, when he did give stand, and he decided to give them up, and, as I understand, when he did give them up, and for some length of time did not use them, the company had the benefit of the agency discount of 15 per cent. Then, in 1911, my father was taken sick, and there was a change in the management, and the man who managed the business decided to take on an agency. He had a man come into the business for one year. When father died and it came into my hands, I decided to give up the agency, and it was satisfactory without the agency. We lost the agent's discount when we took this new agency, and we have not been able to get it back since, and we have not tried. When I gave up the agency I made no attempt to get them back. If it was offered, we would have taken them, of course.

Q. You felt that you got better results at a higher cost, did you?

A. Since we could not get the agency discounts it is not higher, if you take no agency.

Q. It costs you something to write your own copy and handle the adver-tising work done by your own force, does it not?

A. Yes, it does, but I am not inclined to think it amounts to much difference. We would have to pay most of that anyway. You see, we had done of that anyway. that for a great many years, agency or no agency.

Q. I see. Well, how many men do you employ in your advertising department?
A. By advertising, you mean mag-

azine advertising?

O. Yes.
A. There is the head of the advertising department and his assistant and

a stenographer, three Q. Have you ever figured the cost of

Q. Have you ever figured the cost of vour advertising department work?

A. Why, not as such, no. The cost of the management of the advertising, that is of the three people in the office, we don't call that part of the advertising. We divide our expenses up, and call it advertising simply, say, to the magazines. The advertising manager's salary and his assistant and the stenographer's come under the head of general expenses, and under the head of salaries and pay-roll.

Q. Wall now inn't there some become

Q. Well, now, isn't there some benefit from the outside point of view in writing these advertisements?

A. Some benefit to us?

O. To the advertiser for getting the outside point of view, as contrasted from the others, having men so close to your organization all the time who might lose the point of view of the man in the street?

man in the street?

A. Undoubtedly, there are some. I think there would be. I don't know as that has anything to do with an agency.

There ought to be, but, because of the business as it now stands, there is a growth of the business going on, and one has to go and train and bring one up to the advertising end of it, to write the ads and various detail of that part of the work, and we feel that we know how to do it.

Under cross-examination by Mr. McKercher, attorney for the American Association of Advertising Agencies, Mr. Doliber testified as follows:

Q. That is your individual view of it, after an analysis of your own business? A. Yes.

Q. You know, of course, that there e thousands of others in other in-

rite verrce,

you nt? nag-

and

Negative Influences are Liabilities

NO man's decision is wholly his own. The negative influence of an uninformed neighbor may block a sale you have started. Therefore a farmer who has not been informed about your product is a liability to your house. Whether his influence is active or passive; it is against you. It acts as a drag on the buying impulse which your advertising creates in the minds of those who read it. Therefore it is economically unsound to ignore the Farm Life group of more than five million people in over a million homes. They have both buying power and influence on each of their neighbors to whom you are now directing your advertising.

T. W. LeQuatte

Advertising Manager

Farm Life

Spencer, Indiana

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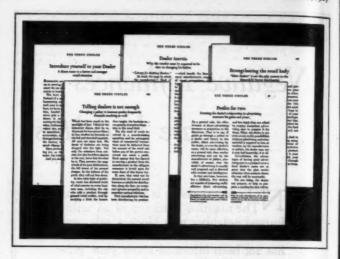
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"Well, Joe, what are we going to do in the way of direct advertising to pep up our dealers in 1928?" asked the sales manager.

"That has been bothering me," said the advertising manager. "We need some ideas from the outside. I believe we have been too close to our proposition to see its real direct advertising possibilities."

"Perhaps, you're right."

"Anyhow, I have written Evans-Winter-Hebb, of Detroit, to see what they would suggest."

EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West



The business of the Evans-Winter-Hebb organisation is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis · Plan · Copy · Design · Art · Engraving Letterpress and Offset Printing · Binding · Malling

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dustries who believe the other way?

A. There are undoubtedly, and so deubt they could be of some help to us. They must do some good.

Q. It is a matter of individual choice with the advertisers, the method they

A. Yes.

Q. You never found any interference with your method on the part of the

Q. Or with the publishers?

Q. You had no trouble getting your

A. Never.

Proprietary Medicines Get Agency Commission

HE Commission heard a representative of another oldtime advertiser when it called Harry A. Porter, of the Carlton-Hobby Company, maker of Father John's medicine. Mr. Porter has been a member of the advertising department of the Carlton-Hobby Company for about a year. Previous to that time he was advertising manager, from 1911 to 1925, of the Pepsin Syrup Company, another old-time advertiser. Both of these businesses place their advertising direct with newspapers. In addition to being questioned about the advertising policy of the makers of Father John's medicine, he was also questioned about that of the Pepsin Syrup Company. About \$300,000 a year is spent in

advertising Father John's medicine, according to Mr. Porter. Of this amount, \$220,000 is used for The Pepsin newspaper space. Syrup Company, during the time that Mr. Porter was connected with that company, according to his testimony, spent amounts varying from \$135,000 to \$600,000 a year for newspaper space.

Advertising of Father John's medicine, Mr. Porter testified, is placed only in newspapers that give the company the advertising agent's commission, or, as Mr. Burr, attorney for the Trade Commission, describes the situation, give the net rate. Some papers, according to Mr. Porter, refused such arrangement. When Some pressed for the names of such

newspapers Mr. Porter could not give them, declaring that he does not ask the newspaper to take his business when he has good reason to believe that a newspaper would not make an arrangement whereby his company could obtain the

agency commission.

When asked for an answer concerning his experience with the Pepsin Syrup Company in being refused such an arrangement by newspapers, he said that he could recall that there were five or six cases. He could not, however, give the names of the papers, and under further questioning added that he could not do business with those papers because his copy was not acceptable since it was advertising for proprietary medicine.

When asked whether he knew if the Father John's medicine organization or the Pepsin Syrup Company did business direct with newspapers in order to save money he replied that he presumed so but he could not give a definite answer because he had never discussed this point with the management of

either organization.

Under cross-examination by at-torneys for the American Asso-ciation of Advertising Agencies and the American Newspaper Publishers Association, he testified that in his experience with both of these companies, his plan of handling their advertising had never been interfered with or obstructed by an advertising agency or a publisher.

How an Agency Evaluates Its Clients

A T different times and at vari-ous hearings the Commission has endeavored to establish as a fact that different accounts vary in profitableness to an advertising agency according to the class of advertising mediums used for the account. The questions which have been put to advertising have been put to advertising agents seemingly indicate a belief on the part of the Commission that an account which uses advertising in a large national magazine is

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more profitable than an account which would spend the same appropriation in country weeklies. Harold W. Barber, of the J. W. Barber Advertising Agency, was examined on this subject.

His reply to questions that were asked in this direction brought from him a statement on the manner in which he evaluates an ac-count. That part of his testimony in which this statement was made follows:

Mr. Burr: Are there some accounts that are more desirable from the standpoint of the advertising agency, where there is more of a margin of profit?

A. Some which I consider more desirable than others.

Q. Is that a question of the media that they choose as contrasted with the media_that_others_choose?

A. No, sir.

A. No, sir.

O. For what reason is it?

A. I should say that the first and most important reason was the way that the man pays his bills, and the second most important is the personality of the man with whom you may have contact, and the third is the excellence of the product whether you are doing a service to the public in placing the advertising or not, and the fourth is the amount of personal work necessary to be put in compared to the amount of commissions. issions.

Q. Referring to that last considera-tion, is it more profitable to do business in one class of media than others, in other words, are the country news-papers less desirable as a medium from the standpoint of the advertising agency than the high-class magazines?

A. We are not influenced in the

Q. I don't mean to intimate, I don't think you are any more than a medical man is influenced to—I want to ask you whether or not you would advise a man to advertise in country papers if you thought that was his best medium, is that less profitable to the agency?

A. No.

A. No. What?

O. It is not?

O. You think it is just as remunera-tive to the advertising agency in the country papers as it is to spend the same amount in advertising in some of the high-class magazines where the cost is very high?

A. You get the same amount—

Q. Won't you have to work a good deal harder, harder for results in one than the other, spend more of your time, and time is money?

A. That is true.

Mr. Barber was again called upon to testify on the varying

value of accounts under crossexamination by Mr. McKercher, attorney for the American Association of Advertising Agencies. His testimony at that time was as follows:

Q. To what extent are you influenced by the degree of profit to you in select-ing the media for the client? A. Not at all.

Q. It makes no difference whether, you make nothing? You would not se-lect that media for your client's ser-

A. On any advertising problem where the agency company conscientiously re-ommends the choice of several different forms of media, the advertisement calls for a certain sort of medium. That is what we recommend.

Q. You get a cash discount for pay-

Ment in certain cases?

A. In most cases.

Q. What do you do with that? A. Some cases we pay it to the client, and some cases we keep it.

O. What is the distinction?

A. Where we have a big client, we would have to give him a discount anyway. A small man doing business with us, if he does not demand it we give him a little extra time on his bill and keep it. I think in the majority of creek we near it out. cases we pass it out.

Lydia Pinkham Spends Over a Million Dollars a Year

A N attempt on the part of a representative of an old-time advertiser, the Lydia Pinkham Company, to discover whether or not newspapers would, today, allow an agency commission on business sent direct, was disclosed in the testimony given by Miss Lydia Pinkham Gove, assistant treasurer of that particular company. Miss Gove testified that she had direct charge of the advertising of the Pinkham company. This company, she declared, during the last five years, has spent annually between \$1,100,000 and \$1,200,000 for advertising. Of this amount, \$300,000 to \$350,000 goes for "general advertising," and the rest is spent for newspaper space.

Until fairly recently, according to her testimony, all of the advertising business of this company was placed through an advertising agency. In the spring of 1926, acting, so she declared, on her own

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Do You Know About This Big Market?

It Is-

The BOOTH NEWSPAPER AREA

The Booth Newspaper Area is composed of 8 natural marketing centers and the smaller towns and prosperous farming communities surrounding them.

There are 1,254,000 people living within the trading areas of these eight centers who have the money to buy. They pay seventy-three per cent of all income taxes in the cities of Michigan outside of Detroit.

In this market one group

Grand Rapids Press Flint Daily Journal Jackson Citizen Patriot Bay City Daily Times

I. A. KLEIN, Eastern Representative 50 East 42nd St., New York of evening newspapers holds the interest and confidence of the population. So sound is the editorial policy, so free are the news columns from bias, favoritism or sensationalism that in every one of the eight centers more papers are sold every day than there are families.

The Booth Newspapers offer as near a 100 percent coverage of their great market as it is possible for any newspaper, anywhere to offer.

Saginaw Daily News Kalamazoo Gazette Muskegon Chronicle Ann Arbor Times News

J. E. LUTZ, Western Representative 6 North Michigan Ave., Chicago

THE BOOTH PUBLISHING CO.

Oct. 2

initiative, she wrote letters to newspapers to find out whether it would be possible for the Pinkham company to obtain the advertising agency commission if it placed its business direct. "The company," she said, "did not know about my writing that letter." Copies of her letters on this subject and replies she obtained, which were brought to the meeting by her personal attorney, were offered to the meeting by the Federal Trade Commission, as exhibits in the Commission's case against the agency association and the various publishing associations.

This action was objected to by attorneys representing the various respondents on various grounds. Among the objections of each was a statement to the effect that all of the letters in the matter were written in the year 1926, which was after the date of the filing of the complaint on which the hearing was being held. The letters, however, were received by the examiner over the objections of the representatives of the respondents with proper noting of their ob-jections. The testimony did not, however, reveal the nature of re-plies which she had received from publishers.

Charles W. Taylor "Agency Recog-nition"

HARLES W. TAYLOR, manager of the Boston Globe, was questioned by the attorney of the Trade Commission at considerable length on the present-day recognition system of newspaper publishing associations. He was called by the Commission as a witness on this subject because he is a member of the committee on advertising agency relations of the American Newspaper Publishers Association and secretary-treasurer of the Boston Daily Newspaper Association. Questions were asked concerning the recognition meth-ods of both of these associations. In the course of his testimony considerable objections were made by the attorneys representing the

American Newspaper Publishers Association, the Southern News-paper Publishers Association and the American Association of Advertising Agencies to questions regarding agencies which are owned by clients and agencies which split commissions with clients. After the Trade Commission attorney had established the fact that Mr. Taylor was a member of the agency recognition committee of the American Newspaper Publishers Association, he asked Mr. Taylor to describe exactly how this committee handled requests for recognition. The testimony follows:

A. We receive from the New York office a blank, with a statement of the name, the amount of advertising handled, and the credit statement.

O. You receive a copy of the applications from the A.N.P.A., filled out by the applicant agency? Do you?

A. I don't think so; no, we do not.

Q. You do not get a copy of that at

A. No. sir.

Q. The A.N.P.A., then, merely furnish you a narrative or a general statement on the part of the A.N.P.A. manager in New York, is that correct?

Yes, sir.

Q. The documents from which that general statement is made up you don't receive as a member of that committee? A. No, unless I want it.

Q. And it would be exceptional for you to ask for it?

A. It usually contains all the informa-

Q. Now, do you make any independent investigation, as a member of that com-mittee?

A. Yes, sir.

Q. Is that always the case, or is that the case with regard to advertising agencies located in a given locality.

A. I do both. If I have any doubt, and don't find the information I want, I send out for it.

Q. What would be your method of procedure in an ordinary case?

A. In New England I send out and get all the data myself, as a matter of fact. If it is in Chicage, I write to some manager of some Chicago paper, and if it is in Philadelphia, I treat it in the same way.

Q. Now, from your independent investigation of that kind do you recall any instance of it outside of New England?

A. Oh, yes.

Q. That is an occurrence that is not particularly rare, that you make an in-dependent investigation?

A. Oh, no. Q. Are you the only member of that mmittee from New England?

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390,000 New Tires 2,080,000 Gallons of Gasoline 70,200,000 Gallons of Gasoline

Go After

this order!

It will be the average need next year of the 130,000 readers of The Cincinnati Post, who own Pleasure Cars!

Total Circulation
214.401

City and Suburban

136,614

Keep them POSTed in their favorite Paper— The Largest Circulation and Lowest milline rate within 300 miles of Cincinnati barring none (M.E.or.S.)

The Cincinnati Post.



A SCRIPPS-HOWARD NEWSPAPER

Member Audit Bureau of Circulations

National Representatives: Allied Newspapers, Inc.

NEW YORK—250 Park Avenus,
DETERIT—General Mokers Building,
CHICAGO—460 N. Michigan Avenus,
ATLANTA—764 Walton Building,
LOS ANGERS—725 Title Insurance Bidg,
SAN FRANCISCO—564 Market Street,
PORTLAND—714 Terminal Sales Building,
SEATTLE—Lloyd Building.

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It Is Bathing Suit Time In Argentina—

SPRING is now in full bloom below the equator.

The new buying season has already begun.

Farm and ranch owners are taking their families to the country where they are preparing for the harvests, and planning on holidays later on.

City people are getting ready for their annual visits to the seaside at Mar del Plata.

Business in automobiles, farm implements, sporting goods, bathing suits and freckle creams is picking up.

* * *

There are no secrets about selling in Argentina. Good products, placed within reach of buyers, plus advertising—the formula is the same that brings success in the United States.

* * *

The list of American products now advertised in LA PRENSA of Buenos Aires reads like a trade directory of the leaders of American industry.

More advertisers are added to the list every year, and old advertisers have been increasing their appropriations.

JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue

New York

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A. No. sir; there is a Mr. Benjamin H. Anthony, of New Bedford. There

O. With regard to agencies that apply from New England, do you generally make an investigation to supplement Mr.

What are your ordinary sources information for?

A. Credit investigation. And if that is satisfactory, the copy is prepared and placed for them.

Q. Do you go to any other agencies? O. You do not ask them for anything? A. No, sir.

A. No, sir, never.

Q. Now, do you go to special repre-sentatives for that information?

A. No, sir.

O. You do not go to the New England Council of the Four A's? (American Association of Advertising Agencies.)

A. No, sir.

Q. That has never been done? A. Not to my knowledge, not by me.

Q. How many of those applications do you receive in the course of an ordinary year from the A.N.P.A. manager?
A. I have no idea.

O. Well, is it 100, or is it ten?
A. I never had any occasion to count them. They come along in the regular course of business. I vote, and then they go back again. .

Q. The Boston Daily Newspapers have an office at 244 Washington street, in this city?

A. 246, I think. I may say 244 also, as we own all those buildings.

O. It is immaterial. And you get out a form of application blank to be sub-mitted, filled out by the advertising agency, asking for recognition, do you? agency, askin.

O. This paper which I now hand you is the form in question?

A. Yes, sir.

Q. And you get out a form for the purpose of ascertaining the customers of the advertising agency so applying, you?

Yes, sir.

Q. And this which I now hand you is a copy of that form?

A. It is. . .

Q. What committee, if any, got up this application form?

A. I did.

Q. Did you have in mind the applica-tion blank of the A.N.P.A. for this purpose?

A. Probably I did.

Q. . . . I will ask you if the fol-lowing question appears on the applica-tion blank: "Have you arrangements of any kind with any client for division of commission?"

A. Yes.

Q. Does this question appear: "Is your agency, or is anyone connected with it, owner, in whole or in any part, of any printing establishment, or does

any printing concern, or part owner thereof, own any part of your agency?" A. Yes, sir.

O. That is on the same page, is it? A. Yes.

Q. Does this appear: "Have you, or has anyone interested in your agency, a financial or other interest in the business of any of your clients?"

A. Yes.

Q. Also this question: "Do any of your clients, or officers thereof, own an interest in your agency; if so, give names and interest?"

A. Yes.

Q. And this: "What financial or other interest has any advertiser in your agency?"
A. Yes.

Q. Mr. Taylor, if an answer were made that the advertising agency ap-plying to you had arrangements for a division of commissions with the client, would that militate against his being rec-

A. Every blank we received so far has answered, "No,"

Q. I say would it militate, in your judgment, against him?

A. We have had no experience, because they all say "No."

Q. In your judgment now, as a member of the Boston Daily Newspapers, would you vote for a man who confessed to a division of commissions with his clients?

A. We have done so.

O. Beg pardon?
A. I don't say he confessed.
has been done.

Q. Would you vote for his recognition under such situation?

nder such situation?
A. If he said so directly. It has been me. Agents recognize the splitting of commissions.

Q. It has not been proved?
A. I do not know. I have been in business a long time, and I know a lot of things that I cannot prove.

Q. And that knowledge of splitting commissions is one thing that you can-

not prove?
A. Yes, sir, that is right.

A. Yes, sir, that is right.

Q. Now, I want to press that question, and I am entitled to an answer to it. Mr. Taylor. If a man said he was splitting commissions with his clients, wouldn't that, as a matter of fact, be ruinous to his getting recognition?

Mr. Finlay (Counsel for the Southern Newspaper Publishers Association). I object to all of this testimony on behalf of my clients on the further ground that it has not been shown that there was ever any conspiracy between sny clients ever any conspiracy between my clients and these people; or that there was ever any communication of any kind or char-acter whatsoever between them, and acter whatsoever between them, and certainly my clients would not be re sponsible for somebody else's actions They never heard or knew of any such thing.

Mr. Burr. Now, if the Examiner please, counsel has different notions as to what a conspiracy is, and has inter-posed objections all through the record as to conspiracies and the method of

proving actions, which I believe are classed as conspiracies under the law.

Mr. McKercher (Counsel for the American Association of Advertising Agencies). Objected to as irrelevant and immaterial, on all the grounds which I stated in my objection to the reception of Exhibit 104. Reverting back to my objection to this proof, I object unless it is connected. I grant you that if counsel can show some connection, some of it may be admissible, but I fail to see how this witness's opinion can by any manner or means have anything to do with that end of it.

The Examiner. It appears to me that this objection to that question is well taken.

Mr. McKercher. I think he should show a connection in order to get the testimony in. My objection is valid, unless he makes the connection. I fail to see how this witness's opinion has anything to do with it.

Mr. Burr. It seems to me that this man who has been a member of these various organizations and committees for quite a period of years is in a position to know, and ought to know, if a man was in the habit of saying he split commissions, that he wouldn't have a ghost of a chance of any recognition from the association. There is no question about that.

The Witness. I have no statement of any agency or any prospective agency that they ever split commissions. By Mr. Burr:

Q. If the man did split, would you would you not give him recognition?
A. It depends on the circumstances. The question never came up and I never had to act on it. There are so many questions which enter into it.

Q. Supposing his credit was O. K., and everything else was O. K. Suppose he had everything else in proper shape?
A. I never answer suppositions. I can answer you faster than you can ask

ther Mr. Burr. You will answer anything that the Examiner rules favorably on. You are not the judge as to whether your opinion is or is not admissible, and I shall have to insist upon an answer, pleasantly but firmly.

pleasantly but firmly.

Now, this man has been a member of that committee for a long period of years. He has been a member of both committees for quite a period, and that gentleman knows in his own mind, in my opinion, that a man who splits commissions and admits it, and gets a blank, and there is no question about the splitting of commissions, he would not be recognized by either of these organizations. I am referring to the Boston ortions. I am referring to the Boston or tions. I am referring to the Boston or-

tions. I am referring to the Boston or-ganisations.

Mr. McKercher. Insofar as that argument is concerned, it is one-sided. That is not true in the case, and I ob-ject to any testimony on the record for that purpose. The proof is that Smith's recognition does not depend upon that, and many agents have been recognized who do do it.

Mr. Burr. He said that was one of the reasons.

reas e reasons. The Witness. I said I couldn't prove

Mr. Rankine (Counsel for the Ameri-

can Newspaper Publishers Association). There never has been an answer, "Yex."
The Witness. In the blanks I have seen they all said "No.
Mr. Burr. Several witnesses have answered that same question. Mr. Palmer answered it, and I see no reason why this witness doesn't know the answer. He knows the answer, and I am satisfied he does.
The Examiner. That objection is sustained.

Q. Now, has this question ever been answered in the affirmative: "Is your agency, or is anyone connected with it, owner, in whole or in part, of any printing establishment, or does any printing concern, or part owner thereof, own any part of your agency?"

A. I don't think so, in Boston.

Q. Has this question ever been answered in the affirmative: "Have you, or has anyone interested in your agency, a financial or other interest in the business of any of your clients?"

A. No, there was no answer to that

Q. I now ask you the question whether, if that question were answered in the affirmative, it would militate against the chances of the applicant for recognition?

A. Probably.

Q. Now, quoting virtually the same question as before, to which counsel has taken no objection, would an affirmative question as before, to which counsel has taken no objection, would an affirmative answer to the following question mil-tate against the recognition of the ap-plicant agency: "Have you arrang-ments of any kind with any client for division of commissions?" A. The answer has always been "No."

Q. Would it militate against him? A. The answer has always been "No." I am not going into theories. They are suppositions that you ask me.

suppositions that you ask me.

Q. You will answer my question, if
the Examiner rules favorably upon it.
A. You want facts, I assume.
Mr. Burr. I ask for a ruling.
Mr. Rankine. That question is objected to as incompetent, irrelevant and immaterial. It is saking for the coclusion of a witness. He is perfectly willing to answer to any facts here.
The Examiner. The objection is sucained for the reason that the answer
may call for the conclusion of the witness in regard to which he don't know
what he would do.

what he would do.

Mr. Burr. It has been answered in every section we took testimony in, with the same word "militate" in it. I don't press it now.

O. When you were considering the recognition of an agency on the part of the Boston Daily Newspapers, did you consider the action that has been taken, fann has been taken, by the A.N.P.A. A. The A. N.P. A. has nothing to

with it.

O. How do you mean? A. We act for ourselves on our applications.

Q. Do you consult the action taken by the A. N. P. A.? A. They don't take action; that is our own work.

Q. They took action with the papers in Illinois, for example.

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CUBA

Leads the world in per-capita buying power!

During the first six months of 1927, the foreign trade of CUBA amounted to \$318,749,603.

Compared with the same period in 1926, this represents an increase of over 10%—\$29,320,538, to be exact.

"Ask
EL MUNDO
about CUBA"

This decided upward trend strikes a note of confidence in the Cuban economic situation, which leaves no doubt as to the tremendous opportunities which CUBA offers to far-sighted American exporters who are desirous of introducing or increasing the sale of their wares, in the market that "leads the world in percapita purchasing-power."

EL MUNDO of Havana

Leads in CUBA as the vital channel for your sales message!

EL MUNDO absolutely leads all other newspapers in circulation—its circulation is almost double that of its nearest competitor.

EL MUNDO leads, in its volume of advertising — classified, local, national and American,—by margins that leave no shadow of a doubt as to its absolute superiority as the vital channel for your sales message in CUBA.

"Ask CUBA about EL MUNDO"

S. S. KOPPE & CO., INC.

Publishers' Representatives

TIMES BUILDING

Bryant 6900

NEW YORK CITY

- A. That has nothing to do with us.
- O. That has nothing to do with you? A. No, that is local. We have nothing to do with that.
- Q. Does this form, Commission's Exhibit No. 105, relate only to advertising agencies located in Boston?
 A. Boston and New England.
- Q. Now, with regard to the recogni-tion action that your organization takes, do you send it to the A.N.P.A.? A. No, sir, unless we are asked for it.
- Q. Is it ever asked for on any occa-sion?
- Yes, when a man comes up for recognition on the national list, naturally.
- Q. You send in the information, do
- A. The answer, yes or no.
- Q. Do you send the information furnished by the applicant?
 A. No, we take the information. It is our property. It is our property when the man fills it out.
- Q. Now, with regard to the agencies two-thirds of the agents recognized by the Boston Association are not recognized by the A.N.P.A.?
 - A. I understand that.
- Q. Now, with regard to agencies lo-cated outside of New England, your organization takes no action, does it? No, sir.
- Q. You don't receive applications, en, other than from New England then, agencies?
 - A. No, sir.
- Q. Do your papers which happen to members of the A.N.P.A. use the be
- be members of the A.N.P.A. use the A.N.P.A. recognition for other than New England advertising purposes?

 A. Yes, the same as Bradstreet's and Dun's. The same all over the country; probably 150 of them. Sometimes the A.N.P.A. hasn't any record of them, and then they get other information.
- Q. That is so in various parts of the
- Country?
 A. Yes, sir.
- Q. The bulk of them you recognize are in New England, and are not recognized by the A.N.P.A.?
- Q. Would you consider an agency as an individual? Suppose your paper has asked for recognition by a non-New Eng-
- asked for recognition by a non-New England advertising agency, what sort of investigation would you make of the financial standing of the agency?

 A. We first look at the A.N.P.A: If it is not listed there we look at Bradstreet's and Dun's for its credit. If he is not there we send for some paper in his home town or city and find out if he is doing a legitimate business, a legitimate advertising agency, with headquarters there, and recognized in that city. If he is, he is put on the list and granted the commission.

 Q. If he is not on the A.N.P.A. recognition list, what happens then?

 A. I do not know. We make the investigation as I stated.
- vestigation as I stated.
- Q. You were talking then of someone the A.N.P.A. list?
 A. Yes.

- Q. But if you were applied to hy someone who is on the A.N.P.A. list?
 A. That is prime facie evidence that
- he is an agent.
- Q. And you don't go into it any fur-ther?
 A. We don't have to. We look in Bradstreet's and Dun's for his credit, and that is enough for me. I never go outside of that.
- Cross Examination by Mr. Rankine, counsel for the American Newspaper Publishers Association:
- Q. Now, you testified that you were a member of the Agency Relations Com-mittee of the A.N.P.A.

 A. The advertising agency committee
- of the A.N.P.A.
 - O The advertising committee? A. Yes.
- Q. As a result of the activities of that committee there is a list, is there not of recognized agents? A. Yes.
- Q. That is recognized by the A.N.
 - A. Yes.
- Q. And I believe you stated what use you put that list to, have you not? Have you referred to it for what? A. For information.
 - Q. For credit information in the first
- instance? A. Yes, and whether the man engaged in business has an advertising agency or not; engaged in business in the town
- in which he may be. Q. The use of that list to which you have testified goes to all the positions which you testified you occupied and your connections with the newspapers?

 A. Entirely, yes.
- Q. You testified that you are manager of the Boston Globe and a member of the A.N.P.A., a member of this Advertising Agents Committee, a director of the A.N.P.A., and secretary and treasurer of the Daily Boston News
- A. Yes. Q. And in all those activities any use you make of the A.N.P.A. list is as stated, that you go to it for information
- and credit information?

 A. Yes. My answer stands there.
 Yes, I answered part of it again.
- Q. You do not wish to change your
- A. No; for credit and information as to whether a man is engaged in business as an advertising agent.
- Q. And if an agency seeking recognition through any of these different associations or activities of yours does not appear on that A.N.P.A. list you stated that that fact does not militate against his doing business with you; that so?
 - A. Not at all.
- Q. You would accept contracts for advertising if they were not on that list?
 A. Oh, yes.
- Does that go as to the fact as to whether the agency is a member of the four A's.

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A Wealthy Country RGENTINA

Of all the countries of the world, ARGENTINA has one of the strongest gold reserves, aggregating only slightly less than 80% of actual circulation.

Exports from ARGENTINA for the first seven months of 1927 show a tonnage 65% in excess over that for the same period in 1926.

Wheat exports alone, increased 92% and corn 122%.

That is why the people of ARGEN-TINA can and do buy both necessities and luxuries which American exporters furnish.

LA NACION

of Buenos Aires

plays a definite part in enabling American exporters to take advantage of the many opportunities held forth by that fertile and ever-growing market-ARGENTINA.

The gratifying results which shrewd advertisers obtain by using the columns of LA NACION are due to the fact that every sales-message appearing in LA NACION carries with it the stamp of veracity and prestige that can be given only by a medium which has served the public interests as faithfully and as continuously as has LA NACION.

LA NACION leads its nearest competitor by wide margins in display linage, every day, year after year.

"Ask LA NACION about ARGENTINA"

Editorial and General Office in the United States Advertising Representatives:
W. W. DAVIES
Correspondent and General Representative
383 Madison Ave., New York
Telephone: Bryant 6900

"Ask ARGENTINA about LA NACION"

S. S. KOPPE & CO., INC.

Write for "Advertising in Argentina" and "Certified Circulation," by Dr. Jorge A. Mitre, Publisher of LA NACION



Charles Daniel Frey Company Advertising

30 North Michigan Avenue Chicago, Illinois

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CLIENTS

Crane Co.
S. Karpen & Bros.
The Atlas Portland Cement Company
United States Radiator Corporation
Wilson Brothers
Moline Implement Company

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A. It has nothing to do with it. I have no list of members of the four A's in my office, and no information as to

Q. You have no information as to

A. I have no list of the four A's, and no information about them.

O. Do you consider that as a member of the A.N.P.A. you are under any obligation to refuse contracts to agents not on this list?

A. Not the slightest.

Q. Or to treat agencies any differently, whether they are on the list or not !

A. Not at all.

Now, you were asked, I believe, on direct examination as to going to your special representatives. Do your special representatives control you in your business in any way?
A. Not at all.

Q. In your policies, either as to com-missions or recognition of agents?

A. No.

Q. Now, what are the functions of your special representatives?

A. They simply represent us in trying to get advertising in the Boston Globe in any section they are. They have no power, no credit power. They cannot give any recognition. By Mr. Burr:

O. What? A. They cannot give any recognition.

Agreement with Agents on Rates Denied

IN answer to a request for correspondence between himself and James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies and the late Collin Armstrong, at one time chairman of the Newspaper Committee of the agency association, Mr. Taylor replied: "I don't keep any files. Ask anybody who knows me around this room. I never did keep files. It is like a joke. Everybody knows it. My file is the waste basket. We do business in only one way."

The attorney for the Federal Trade Commission then offered as an exhibit to prove his case a photostat copy of a letter from Collin Armstrong, dated June 22, 1922, on which it was noted that copies had been sent to A. W. Erickson, James O'Shaughnessy and John D. Woodward.

This letter, according to a statement made by the attorney for the Trade Commission, "shows the aim of Collin Armstrong to establish one practice among the newspapers." (The practice he refers to according to all previous contentions would be a practice of not allowing agency commissions to direct advertisers.) The acceptance of this letter as an exhibit was objected to by the attorney for the agency association on the ground that, if authentic, it represented "the personal opinion of Collin Armstrong" and that it "is not binding on the other respondents."

Mr. Taylor's statement on this letter was: "This was in relation to something I never signed. What he refers to here is that telegram of June 22."

Under cross examination by the attorney for the American Association of Advertising Agencies the nature of "that telegram of June 22" was explained by Mr. Taylor. His testimony follows:

Q. Commission's Exhibit No. 107 purports to be a letter from Collin Armstrong to you dated June 22, 1922. Do you know anything about the subject matter of that letter?

matter of that letter?

A. Why, yes, sir, that refers to a telegram that was sent from the Boston publisher to the convention of the A. A. C. W., the Associated Advertising Clubs of the World, and it was outlined in the telegram to the meeting of the Advertising Clubs as to the action of the Boston newspapers in connection with a meeting of the local statistical bureau, there are various statistical bureau, there are various statistical bureaus of advertisers, and we decided it would be a good thing to send a telegram to the convention to announce doing away with commissions on direct advertising. It was sent to the Associated Advertising Clubs of the World, to the convention which was held in Milwaukee. I was telephoned to by a man who sent the telegram. I was not present at the meeting. The first thing that I knew, I read of it in an advertisement in PRINTERS' INK, at that time stating the action which had been taken by the Boston newspaper. It made no difference to the Boston Club. That was our policy since

Q. That was what Armstrong said about it?

A. Yes.

Q. What had Armstrong to do with your policy on that?

A. Nothing.

Q. What had Armstrong to do with the subject matter of that telegram?

A. Nothing that I know of,

Q. What had the agencies, or any of

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them, to do with the subject-matter of that telegram?

A. Nothing.

When Walter Baker Was a "Direct Advertiser"

WILLIS H. McLauthlin, who, until July of this year, had been advertising manager of the Walter Baker Company, testified, under examination by the attorney for the Federal Trade Commission that he conducted his advertising department at a total cost which represented slightly more than 4 per cent of the amount spent for

advertising space.

The fact that the Baker company had changed from a "direct advertiser" to an advertiser that used an advertising agency and had been sold to the Postum Cereal Company, caused the attorney for the American Association of Advertising Agencies to inquire as to whether or not the Baker business had been profitable during recent years, in his cross examination of Mr. McLauthlin.*

Mr. McLauthlin's testimony regarding the advertising appropria-tion of the Baker company; his cost of running the advertising department of that company; and his cross examination by the attorney for the American Association of Advertising Agencies, fol-

Q. How large was your average appropriation for advertising purposes?

A. Covering how long a period?

Q. Say the last five years of your relation with the company?
A. Practically \$500,000 a year.

*In Printers' Ink of March 3, 1927, on page 12, it was reported that the Walter Baker Company had retained Barton, Duratine & Osborn to bandle its advertising. Mr. McLauthlin, under cross-examination, when asked how long the Baker company had employed an agency, declared: "Since the first of July."

When asked concerning the sale of the Baker company to the Postum Cereal Company, Mr. McLauthlin said he thought that the business was sold to the Postum company on June 28. The business of the Baker company was sold to the Postum Cereal Company, on August 15 of this year, according to information which Printers' Ink has checked with the Postum company.

Q. How large an appropriation of that as for newspaper advertising? A. In the neighborhood of \$175,000,

Q. Prior to the last five years, was that expenditure in the newspaper ad-vertising less or greater than \$175,000? A. A trifle less.

Q. It has been increasing on whole?

A. Been increasing on the whole, steadily.

Q. How much of an advertising de-partment did your company maintain? A. Why, we had about a half dozen people in it.

Q. How large a part of the appropria-on was the cost of space, and what art of the appropriation was the cost part

part of the appropriation was the cost of the advertising department to the Walter Baker Company?

A. That would vary from year to year, some years it would be practically the same, and we have spent \$300,000 or \$400,000 for advertising. I think it is fair to say that a fraction over 4 per cent of the cost of advertising would maintain the advertising denartment. partment.

Q. Now, from your experience in the advertising agency work, and from your observations subsequently as advertising manager, will you state whether there were desirable accounts of advertisers as were desirable accounts of advertisers as contrasted with other accounts, that is, accounts on which the proceeds and profits would be greater than they might be on some other advertising accounts with the given expenditure of money, I

A. I don't know as I quite under-stand the question. The profits on some advertising accounts would be much larger than others.

Q. Did the Walter Baker Company write its own copy in connection with its advertising? A. Yes.

Q. Did you get any expert help from outside for the purpose of composing your copy and using illustrated matter?

A. I called upon artists for suggestions frequently, but I wrote the copy my-

Q. Why did the Walter Baker Com-pany prefer to do advertising direct as contrasted with employing an advertis-

ing agency?

A. We thought we could do it quite as well and do it for less money.

Cross examination by Mr. McKercher, attorney for the American Association of Advertising Agencies.

O. Mr. McLauthlin, tell us something about the business of the Walter Baker Company, has it been uniformly pros-perous during the year? A. That is the business of the Baker company. I cannot tell you.

O. You know as a matter of fact, it has been going downward for years? A. I fear I cannot testify as to that. I wish I could go backward in the same way that they are going backward. Q. In regards to the business and their profits?

A. Yes.

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-and common sense.

The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients.

THE YALE & TOWNE MANUFACTURING COMPANY, YALE Locks and Hardware 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927

THOS. A. EDISON, INC., The Ediphone 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927

PARAMOUNT FAMOUS LASKY CORPORATION, Paramount Pictures
1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927
WHITING PAPER COMPANY, Writing Papers
1918 1919 1920 1921 1922 1923 1924 1925 1926 1927

THE TEXAS COMPANY, Texas Petroleum Products 1920 1921 1922 1923 1924 1925 1926 1927

1920 1921 1922 1923 1924 1925 1926 1927 5. W. FARBER, INC., Adjuste-Lite; Farberware 1920 1921 1922 1923 1924 1925 1926 1927

BRILLO MANUFAC'TURING COMPANY, INC., Brillo 1921 1922 1923 1924 1925 1926 1927

EDISON STORAGE BATTERY COMPANY, Storage Batteries
1925 1926 1927

PUBLIX THEATRES, INC., America's largest chain of motion picture theatres, led by The Paramount in New York

FEDERAL-BRANDES, INC., Keliter Radio 1927

THE ALPINA COMPANY, International Manufacturers of fine leathers

1927

Hanff-Metzger

Incorporated

Advertising

Organized 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

Oct. 20

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Q. What was the condition of the company this time last year or two years ago with regard to making money?

A. I couldn't tell you that.
Mr. Burr, (Attorney for the Federal Trade Commission): I object to this

line of questions.

O. Has the advertising that you testified to having been conducted by you as a direct advertiser been a prosperous investment to the Walter Baker company l

A. I should say Yes.

- O. Do they employ an agency now?
- O. Do they employ an agency now? A. They employ an agency now.

O. For how long?
A. Since the first of July.
Mr. McKercher: That is all.

By Mr. Burr:

Was Walter Baker Company July 1 of this year?

A. The business was sold, I think, on

June 28.

O. Was it sold to what concern?
A. To the Postum Cereal Company.

Q. And the advertising policy of the Postum Cereal Company became the advertising policy of that company, and A. That would naturally follow.

Q. What advertising agency are they employing?
A. Barton, Durstine & Osborn.

Q. And that was the agency that was employed by the Postum Cereal Company !

A. I do not think it was. the arrangement which was made before the sale by the new management of the Walter Baker Company. By Mr. McKercher:

Q. What was the new management of e Walter Baker Company, a bankers' the committee?

A. The new manager, I do not know. There was a shift of presidents. There was a retirement or semi-retirement of the old president and the election of a

"House Agencies" Get Commissions

THE chief reason for this Government investigation into advertising is a charge that advertisers who send their business direct to newspapers or through agencies which they own or control-usually referred to as "house agencies"-cannot obtain the advertising agents' commission from newspapers. Testimony given by Edwin W. Preston, publisher of the Boston Herald and Traveler, in answer to pointed questions, plainly shows that assertions that such a condition exists everywhere

cannot be upheld. Mr. Preston's testimony as given under examination by the attorney for the Trade Commission follows:

Q. Now recognition with your paper means that you grant 15 per cent less your card rates to those advertising agencies, is that right?

A. No, sir.

O. Well, what does recognition mean?
A. It means that we grant to every advertiser our card rates, if recognized agencies, they are entitled to 15 per cent.

Q. Well, you do not recognize any advertiser, do you?

A. Well, he surely has a house agency, and, if so, we do.

O. Do you recognize a house agency? A. We have.

O. Which ones? A. We have recognized them.

O Can you name them? A. The Walter Baker and Father A. T

Q. Father John's Medicine?
A. Yes, and Carlton-Hovey Company.
Vick Chemical Company. Thompson and
Towle, Herpicide, which is the Morse Agency of Detroit, a house agency for Herpicide.

O. Are there any others?

Q. How about the Royal Baking Powder Company? A. Yes, they always have

Q. There are certain old-time direct vertisers whose advertising departadvertisers

advertisers whose advertising departments you recognize?

A. Yes, when I went with the Herald, they did, and we never disturbed it.

Q. How about the Firestone Tire & Rubber Company? Do you recognize them?

them i They never asked it, to the best of

A. They hever asked it, to the best of my knowledge.
Q. How about Scott's Emulsion? Do you give it to them?
A. Yes, Scott & Bowne.

O. Do you recall any others?
A. There are some others, yes.
O. How about the Ayer Company?
A Yes, always did when they were

running,
Mr. Burr. I think that is all.
By Mr. Rankine: (Attorney for the
American Newspaper Publishers' As-

sociation).

O. Has the A.N.P.A. ever endeavored to induce you to cancel, or induce you or your paper to discontinue any contract with the direct advertiser to whom you were allowing commissions?

By Mr. Finlay, (Attorney for the Southern Newspaper Publishers Associa-

Q. Has the S.N.P.A. tried to induce you to do anything of the kind?
A. Never.

By Mr. McKercher; (Attorney for the merican Association of Advertising American

Agencies): Q. What, if anything, Mr. Preston, has memberahip in the Four A's to do with granting recognition to agencies?

A. I wouldn't think it had anything

to do in that respect.

nihe

JOSEPH RICHARDS COMPANY,

announces the election of two new officers and directors

Robert M. Newcomb, Vice-President Willard Fairchild, Secretary



Joseph Richards Company, Inc. ADVERTISING

247 Park Avenue New York

MILTON TOWNE, President

COURTLAND N. SMITH, Vice-President

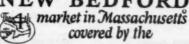
JOSEPH A. RICHARDS, Chairmon of the Board



IN September the Standard Mercury reached a new high circulation average of 33,300. With added purchasing power, larger circulation and the same rate of ten cents a line, flat, the Standard Mercury and the 4th market present a greater opportunity than ever before to increase your sales.

Member of the Associated Press

NEW BEDFORD



STANDARD MERCURY

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The Merchant Tailor Fights Back

Newspaper Advertising Is Being Used to Educate the Public on the Wearing Qualities of the Custom-Made Suit and Away from Ready-to-Wear Clothes

"THERE is always room at the top," is an old adage, but, in business, today's top may be tomorrow's bottom. The merchant railor, once on the top of his profession, has been sitting on the bottom of the clothing business for many years, and now is just seeing this may aleast to climb.

his way clear to climb

hack.

1027

the According to merchant tailor, the clothing business has been going through a period of transition that affecting many other industries where mass production supplants indi-vidual effort. While vidual effort. this period in the industry flourished, individual effort, typified by the merchant tailor, had very little to say because the public was too interested in its new viewpoint to stop

But now the merchant tailor feels that the public will appreciate his arguments.

Twenty-three members of the Merchant Tailors Society of the City of New York have combined in a co-operative advertising campaign to stress the economy of custom-made suits as compared with the standardized suits. They are using four newspapers, with insertions once a week, to be continued over a period of years.

In their copy appeal they point out that the merchant tailor is an artist, not a tradesman, and creates according to the individual needs of his customer. He resembles the architect who builds a house for his client and creates a thing of beauty and permanence, rather than the commercial builder who constructs thousands of houses just alike, regardless of the needs of the people who buy them.

The merchant tailor sees, in the automobile industry, the people being educated to the idea of the economy of purchasing a little more expensive car for several years' use rather than a cheaper car every year. He applies that idea to his copy and points out that

The Merchant Tailor Is An Artist, Not A Tradesman



It claud Beaums, 12 Fast 66th Beaums, 12 Fast 65th Beaums, 12 Fast 65th

He creates and, like the true artist, he never exaggerates. He imparts personal expression to your clothes; softness to their hang; naturalness to their fit; spontaneous freedom to their lines. Only clothes that are custom-made-tomeasure look that way.

THE INFORMATION BUREAU of The Merchant Tallors Society welcomes insportes coloning to the current confining of a man for business, species, noticity and turnel. Addition The Merchant Tallors Society of the Clin of Deep Vanis 1. But did former

THE 14 AND AS THE NEWSPIPES ADDRESS AND THE WEST

WEAR CLOTHES CUSTOM-MADE-TO-MEASURE-"TW-FA

THIS IS ONE OF THE NEWSPAPER ADVERTISEMENTS USED TO TELL THE MERCHANT TAILOR'S STORY

the more expensive custom-made suit does not wear out, but is given away after years of service.

The New York campaign is the forerunner of a national campaign now being planned by the National Association of Merchant Tailors, which also will feature the economy of quality.

Big Gain in Mullins Body Net Income

The Mullins Body Corporation, Salem, Ohio, reports a net income of \$523,712, for the nine months ended September 30, 1927, after charges but before taxes, against \$235,200 for the corresponding period of last year.

In the PRINTERS' INE four-year record of advertising for October, 1927, the lineage for World's Work was given as 29,301. The correct figure for October is 27,395.

Describing Manufacturing Processes in the Sales Manual

How Salesmen Are Told of the Making of the Product and of the Ingredients Used

By C. B. Larrabee

MECHANICAL processes are, at best, only mildly interesting to persons who are not mechanically minded. Even the man who likes to spend a Sunday morning with his head underneath the hood of his Buick is likely to be bored by an explanation of the manufacturing processes or in-gredients used in making the upholstery of his automobile.

The average salesman is not likely to be any more mechanically minded than any other man. He may have a hobby which touches the border line of mechanics, but when it comes to discussing the making of window shades, even if he sells them, he probably will be bored. Only the fact that he feels that he should know something about the product he sells will make him master mechanical details which otherwise would give him a severe headache.

manufacturer, however, knows that the salesman must have some knowledge of how the product is made and what it is made of in order to sell it correctly. Many industrial companies the prospective salesman through a course which involves long hours of work in the factory. Companies in general lines, where a close technical knowledge of the product is not required, realize that the salesman who knows how the product is made is in little danger of making foolish claims and has the knowledge which will often enable him to add a little extra weight to his usual sales pressure which may make the sale. Every man should know something about the making of the product he sells. Most salesmen must get this information from the sales manual.

Because the average salesman, even after he has been through the factory and watched manufacturing processes, is not easily interested in such processes, the writer of the sales manual must use some care in describing the making of the product. He must do more than give a dry description. The description should be planned to give the salesman effective sales ammunition.

Oct. 20

An excellent example of how this can be done is afforded by the sales manual of L. C. Smith & Corona Typewriters, Inc., for L. C. Smith typewriters.

As a reason why the salesman should be thoroughly familiar with the product, the manual says:

The customer is interested primarily in what a typewriter will do. It is easy to make broad statements about time saving qualities, ease of operation, etc., but it is another thing to prove these

saving qualities, ease of operation, etc., but it is another thing to prove these statements.

In the following pages we have endeavored to prove by actual demonstration that the L. C. Smith is without question the best constructed and most durable typewriter made and if the information contained here is properly and thoroughly transmitted to the buyers of typewriters they cannot help but admit the superiority of our product. It is the best typewriter made, but the buyer can be convinced of this only by being placed in possession of all of the facts about the L. C. Smith machine. It is apparent therefore that our salesmen should know our product thoroughly and, in addition, be posted on the construction of other typewriters. While this is true in many industries it is particularly important in the typewriter industry, because the majority of sales are made in direct competition with other manufacturers. manufacturers.

After emphasizing the points brought out in the above paragraphs the company continues:

THE CARRIAGE

Function. A carriage on any type-writer is used for the purpose of carry-ing the paper ACCURATELY across the printing point.

To ALWAYS carry the paper across the printing point ACCURATELY it is necessary to have a rigid carriage with ing in conjunction with a paper feed in such a way that at no time can they operate independently of each other.

This is very important. If the car-

UNDERSTANDING READERS



In homes where International Studio (associated with The Connoisseur) has a welcome place on the reading table, there is the wealth of wide interests.

With the owners of these homes the art of living is not limited to the acquiring of beautiful objects to be placed within the four walls. Theirs is the wide and far flung range which this Modern Era of Good Taste has made possible for more than the favored few.

The theme, to be sure, of the editorial content of STUDIO-CONNOISSEUR is everything that is beautiful of accredited historic value. But it is a theme with as many variations as the interests of its readers in all that makes life richer. So that in this magazine advertisers of antiques and automobiles, building materials and needlepoint tapestries find an ideal medium that gives a common background of interest to their goods and services. It is a reader interest that permeates all the American world of culture and refinement.

INTERNATIONAL THE CONNOISSEUR

NEW YORK, 119 West 40th Street

CHICAGO, 25 No. Dearborn St. LONDON, 1 Duke St., S. W. 1

BOSTON, 5 Winthrop Sq. MILAN, Via Bossi, 10

SAN FRANCISCO, 822 Kohl Bldg. PARIS, 15 Rue Vernet

Oct. 20

riage is not properly supported and if the paper is improperly fed, the work will become poorer and poorer as the machine ages. The superior way in which this is done on our machine is an exclusive feature of the L. C. Smith

How accomplished. The carriage is constructed of rigid castings to which the paper feed is attached. The feed rolls work independently of each other as a unit and the feed roll shafts rolls work independently of each other yet as a unit and the feed roll shafts turn independently of the rolls. This permits feeding one sheet of paper on one side and a dozen or more on the other side. This demonstrates the flexibility of the paper feed. (At this point remove the platen and demonstrate the flexibility by pressing down on either side of the feed roll plate. Reinsert platen and insert one thickness of paper allowing it to drop in on an angle—turn the knob and demonstrate how the paper always comes up evenly.)

turn the knob and demonstrate how the paper always comes up evenly.)

In order to carry this paper across the printing point accurately, it is necessary to have a carriage which is rigid at all points throughout the entire travel from one extreme to the other. The L. C. Smith carriage is rigid and remains rigid regardless of wear for a longer period because we employ the three point support principle. A three-legged stool always rests solidly, but a stool with four or more legs rests solidly only so long as each leg is of identically

stool with four or more legs rests solidly only so long as each leg is of identically the same length as the others.

The three points of support on the L. C. Smith are two balls, one at either end, and a roller midway between. Upon these three points the carriage rests solidly, regardless of wear.

The company continues thus in describing all the various parts of the L. C. Smith typewriters.

Stop to analyze this material and you will see that the salesman is given a sales talk at the same time that he is told of the way the product is made. In other words what could have been a somewhat dry description is turned into live and important sales material.

Turning to the manual of the Merrell-Soule Company, manufac-turer of Klim and None-Such Mince Meat, we find the following description (which I have abridged somewhat) of the manufacture of Klim:

The first step in the Merrell-Soule System comes on the dairy farm. The farms producing Merrell-Soule milk are under the inspection of the New York City Board of Health, which has the most rigid requirements of any city in the United States. In addition to this, a special staff of twelve or more Merrell-Soule veterinarians and dairy inspectors assist the farmer to produce clean, rich milk and to deliver it to the Merrell-Soule Company in the most sanitary manner. To make good powdered milk, it is essential to have good liquid milk.

Many companies overlook this fast. The second step in the Merrell-Soule System is at the Merrell-Soule mik System is at the Merrell-Soule mile plants, where extraordinary care is taken in handling the milk while still in liquid form. This is the time when milk is most easy to spoil. Many conpanies also overlook this fact. All mile sheld in glass-lined tanks and carried in glass-lined pipes. Temperatures are controlled at every stage. Cleanlines is the big word in every Merrell-Soule milk plant. Every pipe, pump or tank the big word in every might is thoroughly cleaned out every night is thoroughly cleaned out every might. No bends are allowed in pipes carrying milk. Square right angle turns are made. These can be opened so that use can see straight through the pipes from end to end.

Evaporating water from milk is like Evaporating water from milk is like

end to end.

Evaporating water from milk is like pouring molasses out of a bottle; that is, the first part is quick and easy is get out, the last part slow and difficult to remove completely. It is found best to remove the first part of the water from the milk (the easy part) by means of concentrating in a vacuum. This is rrom the milk (the easy part) by mean of concentrating in a vacuum. This is called "pre-condensing." The last part of the water (the difficult part) can only be removed satisfactorily by the spray drying process. Thus in the Mercel. Soule System, each part of the water of the milk is removed in the most suit-

of the milk is removed in the most suitable manner.

For removing the first part of the water, the Merrell-Soule Company has developed and patented the Merrell-Soule continuous concentrator. This removes the water from milk in 80 seconds, a process which in the older type of apparatus required several hours, it is a great improvement over the older method.

The concentration of the milk is an

method.

The concentration of the milk is caried out at a low temperature and under a high vacuum. It is not surprising, therefore, to find that this process des not injure the milk in any way whatever. On the contrary, it confers definite improvements. Milk made in this way is more compact than powderd milk which has not been pre-condensed, therefore you can get more pounds of powder into a barrel. More important than this, the concentration adds materially to the keeping qualities of the powder.

As for the drying itself, the Merrell Soule Company invented and developed the spray process for drying milk. They have been at it the longest and do more of it than any other company in the world. They have the best engineers and world. They have the best engineers and chemists at work on it and the best personnel at their milk plants. Under these circumstances, it is natural to expect that the Merrell-Soule Company will dry milk better than anybody else, and they do. As an example of the care which they take may be mentioned the fact that they even filter the air which is used in drying. Drying is the third step in the Merrell-Soule System.

The skill of the men manipulating the pumps, spray nozzles, blowers and other equipment in a Merrell-Soule milk plant has been developed by many years of

has been developed by many years of constant experience. The right turn of a valve may make a good milk, a single wrong turn may apoil it. We do not

1927

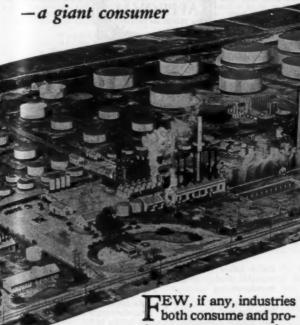
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THE OIL INDUSTRY



TULSA, OKLA.
World Building
CHICAGO
35 East Wacker Drive
NEW YORK
342 Medison Avenue
HOUSTON, TEXAS
West Building
LOS ANGELES, CALIF.
Petroleum Securities Bdg.
PUBLISHED FROM
1213 West Third Street
CLEVELAND
Member: A. B. C. A. B. P.

FEW, if any, industries both consume and produce more per worker than the Oil Industry. The refinery above produces approximately \$1000 of merchandise per day per worker. And it buys manufacturers' products in rather startling quantities.

NATIONAL PETROLEUM NEWS

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Announcing

--a special new merchandising service for Child Life advertisers

Child Life's advertisers are taking advantage of a valuable product certification service now offered by our merchandising bureau.

Every product receiving its approval is entitled to bear the seal here shown. Manufacturers and retailers will readily appreciate its extra selling help.

Right at the point of sale it conveys to every prospective customer the approval of a quality magazine read by 200,000 quality-buying families monthly.

It carries assurance of quality and satisfaction from an established publishing house known to three generations of readers.

Manufacturers and advertisers of products that families buy for children particularly, will be interested to learn more about this unusual service.

Write direct for complete details. Please address The Merchandising Bureau.

CHILD LIFE

Rand McNally & Company — Publishers, Chicago 536 S. Clark St. Oct.

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of i tour are barreraisi

Spice

carry out the drying of milk for a few months only as a side line when there is a surplus of milk as many do, but make the drying of milk our main busi-ness operating every day in the year. The "know how" of our whole Produc-tion Department born of years of suc-cessful experience and progress is a tion bepartment of the Merrell-Soule System than anything else.

These then are the five important steps in the Merrell-Soule System:

1. Most complete system for securing clean fresh milk from the farm.

2. Superior care and skill in handling liquid milk at the factory.

3. Longer experience and greater care and skill in drying milk.

4. More complete scientific control of

process. ever'y 5. Better 5. Better package and superior mar-keting facilities.

firms may claim to use the "Merrell-Soule process" for their dry-ing. Remember, however, that the Mer-rell-Soule System extending from farm to consumer is used only by the Merrell-Soule Company.

You will note that the summary serves to hammer home the points made in the previous description.

A few words taken from the explanation of the making of None-Such Mince Meat will show how this product is treated:

this product is treated:

Apples, raisins, currants, sugar, starch, beef, lemon peel, orange peel, mixed spices, distilled vinegar and boiled cider are the ingredients used in None-Such Mince Meat. Raisins, apples and sugar are the principal ingredients. Only a relatively small quantity of beef is used, as a very beavy-Mince Meat is not desirable for the average taste. It is an accepted fact among the firms from whom we purchase that only the best of materials will be considered by this company. Sun-Maid Raisins, the very choicest apples and currants, a very costly spice blend, and only the best of the other materials are used in None-Such Mince Meat. This is why we say that no better Mince Meat can be made, although what might be called a more fancy Mince Meat can be made containing liquor, special ingredients, etc. The fact that Park & Tilford, who catered for years to the most exclusive trade in New York City, were regular buyers of None-Such Mince Meat shows how widely our formula appeals.

In the manufacture of None-Such Mince Meat, the ingredients used are chopped beef, apples, raisins, currants, can sugar lernon and crange neel sale.

an the manufacture of None-Such Mince Meat, the ingredients used are chopped beef, apples, raisins, currants, cane sugar, lemon and orange peel, salt, spices, suct, vinegar and pure boiled

cider. The "opening room" is the first point of interest to a visitor who makes a tour of the None-Such factory. He are cases of beef, bags of dried apples, barrels of sugar and 50-pound boxes of raisins. The raisins come from California, where most of the raisins of the United States are grown. The boxes

are opened, the raisins conveyed to an-other floor, where they are thoroughly washed and stemmed. Next they are sorted, then sent to sorting tables, where girls pick out stems and defective raisins which have escaped the machines.

raisins which have escaped the machines. After they have been thoroughly inspected, the raisins go to a sterilizer, which softens them for the seeding. When seeded, they are ready to be put into the mince meat. The raisin seeds—of which 400 to 500 pounds a day are extracted, are ground, and sold as food for livestock, being valuable for their fat, sugar and protein content.

Note again how the description of the ingredients and their use in making the product give the salesman excellent sales ammunition.

The Ipswich Mills, in their manual for Ipswich Hosiery, devote a section to the product. This is divided into three sections, "Ipswich Quality," "Ipswich Styling" and "The Mill."

Under the heading of quality the company describes the yarns used in making its hosiery, tells where they come from and how they are dyed. It then tells of the expert workmanship that goes into the making of Ipswich Hosiery.

Under the heading of styling the manual describes the methods of

styling its products.

Under the heading of the mill the manual tells something about the mill, its equipment and its stability.

There is little in this section dealing strictly with the machine processes of making hosiery. Materials, however, are pretty thoroughly discussed so that the salesman is well coached in the fundamentals of his product.

Other sales manuals go into the manufacture and ingredients of the product with some thoroughness. Always, however, there should be some use of the sales angle in such Without this descriptions. subject becomes dry and uninteresting. There should be very little in the sales manual that the salesman cannot use in selling. It is difficult to visualize salesmen using some of the material that is handed them by manufacturers who try to tell how the product is made and succeed only in creating excellent mechanical text books for a young man about to enter a trade.

When we come to the manual

Oct. 2

for an industrial product we run into a quite different situation. Here we usually find the manual used by salesmen who have gone through factory courses and are steeped in mechanical knowledge. Without such knowledge would not be equipped to sell their products to the type of customers which they meet.

The industrial manual, therefore, is usually pretty much of a data book. It contains specifications and other information which the salesman can use every day in talking

to his prospects. Take a product like White trucks, for instance. The White manual is packed full of details and figures that would bewilder the average salesman for a product in the general field. These details, however, are part of the White salesman's stock in trade. It is interesting to note that even here, however, the company takes its opportunity of emphasizing the

sales value of good manufacture. The problem of describing ingredients and processes is one, then, which is almost automatically taken care of for the industrial manufacturer. For the general manufacturer, however, it presents some difficulties.

No set rules can be laid down which will apply to all manufac-turers in the general field. In fact some of these will find that the description of processes confuses rather than helps the salesmen. As a rule, however, a few words about how the product is made and what goes into it will be of value. When it is wise to put in such words the manufacturer should remember this basic point: Make the description of manufacture and ingredients help the salesman sell.

Liggett Sales Increase

The 453 Liggett drug stores, operated by the Louis K. Liggett Company, a subsidiary of the United Drug Company, Boston, Rexall specialties, report sales for September, 1927, of \$4,841,649, an increase of \$311,133, or 6.8 per cent over September, 1926.

Sales for the first nine months of 1927, were \$42,849,236, against \$38,-142,837 for the corresponding period of last year, an increase of \$4,706,409, or 12.3 per cent.

A Dealer Counsels Motorists on Speeding

When a car whizzes past you at sixty or seventy miles an hour it is almost a dead certainty that there is no need for that driver to be traveling at any such speed. By questioning thousands of speeders in traffic court it has been definitely determined that in nine cases

speeders in traffic court it has been definitely determined that in nine case out of ten they are not going anywhere in particular and have nothing special to do when they get there.

Speed is indicative of a state of mind. In most cases the driver is doing it just for a "thrill" or he is "showing off." We venture to say that not more than once in ten years of driving a motor car will the actual necessity arise for SUSTAINED speed of sixty miles an hour driver has no place on the public highways. The place for him is in jail. His "thrill" of high speed or his "showing off" display his total lack of self-control and his utter disregard of the rules of the road and the safety sfothers. He is usually the chap who comes tearing past you squawking his horn and giving you only an inch or two of clearance, forcing you into the ditch of dangerously mean it. He is obviously near it. He is obviously neither a good driver nor a gentleman. He is a "road hog."

A speed of seventy miles an hour is built into your Buick because, to ment modern transportation and traffic conditions, the driver needs excess power in his car. He needs the power to nego

modern transportation and traffic condi-tions, the driver needs excess power in his car. He needs the power to nego-ciate the steepest hills and for the thou-sand and one emergencies that confront him on the road. Because, the extra speed is there to use when successing no excuse for its being used contin-ly-no more than for the prize fighter uallyto make a habit of trying out his strength on anyone he happens to meet.—From "The Square Deal," issued by a Buick dealer.

Normann Kendall with S. O. S.

Manufacturing Company Manufacturing Company
Normann Kendall, formerly advertising representative for the Butterick Publishing Company, New York, has been
made sales promotion manager of the
S. O. S. Manufacturing Company, Chicago, maker of S. O. S. aluminum
scouring pads. He was, at one time,
with the Scientific American.

E. L. VanArtsdalen Joins Mackintosh Company

Ernest L. VanArtsdalen has been ap-pointed executive secretary of the Mack-intosh Advertising-Selling Service, Chi-cago. He was formerly with Armour & Company, Chicago.

Fall Convention of Newspaper Publishers at Virginia Beach

The third fall convention of the American Newspaper Publishers Association will be held at Virginia Beach, Va., on October 31, November 1 and 2.

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WHEN you reach the point where you seek a new avenue of expression for your sales message, then turn to Ing-Rich signs.

In them you'll find an inexpensive method of telling your story at the point of purchase, a sign that will displace and outwear by many years the printed, board or ordinary metal signs. Ten years of life are guaranteed for each sign, but the use is much longer.

And when you reach this turn in the road, the path is open for greater economy, for the long life and moderate first cost give you advertising display for less cost than any other medium.

INGRAM-RICHARDSON MANUFACTURING CO.
General Offices: BEAVER FALLS, PA.

ING-RICH SIGNS

Fadeless Publicity in Everlasting Porcelain

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How Celotex Keeps Sales Growing When Markets Shift

Helping the Other Fellow to Get His Profit Gives the Co-operation on Which the Company's Own Profit Depends

By D. M. Hubbard

"CAN the real reason for a ¹ merchandising be success isolated? Is it possible to place one's finger on a particular policy or method that has been followed and announce it as the controlling essential that swept a product along to a profitable and secure position!

"My first impulse is to say with some certainty that no single reason is ever entirely responsible. Analysis usually shows the forces behind sales growth to be both numerous and complex. Nevertheless, there seems to be one outstanding cause for the steadily rising sales curve of the Celotex

Company.

"Our sales have increased more than twenty-five times in less than four years. Our markets have shifted and changed during that Our methods of distributing have been revised. If there is any one reason at the core of this continued sales growth it is this: We have always located a resale market for the man who had Celotex to sell, and having located his market we have thrown our sales force, advertising and the best sales promotion material we could produce into that market to help him exploit it."

This is C. E. Stedman, vicepresident and general sales manager of the Celotex Company, talking. This year, he says, his company will sell more than 300,-000,000 square feet of this insulating lumber. Headwork, legwork and printers' ink will do it. Together they will do a bigger job each year, he believes, so long as the company sees to it that the man who buys Celotex profits by

doing so.

Looking back over the few years that the Celotex Company has been in business it is quickly evident that from a sales or distribution point of view the company's history falls into seven phases. These are:

1. Definite settling of production problems.
2. Appointment

2. Appointment of manufacturer's representatives as distributing outlets.
3. Development of new products and diversification of sales to specialized

markets.

4. Decision to build own sales force controlled from home office and covering all markets through the retail lumber dealer—horizontal distribution.

5. Beginning of advertising.

6. Decision to build a sales force for each of four major markets—vertical distribution.

7. National home-building project to

meet shifting market.

"For a long time Celotex was just an idea," says Mr. Stedman.
"Before we found that bagasse sugar cane fibers-could be made into a building material we experimented with cornstalks, straw and other products. When it was evident that bagasse was the only material we could fabricate into a satisfactory insulating lumber we set about building an organization. When production problems finally ironed themselves out we appointed manufacturers' representatives to distribute Celotex. It was not hard to sell our product. But selling insulation was something new and radical. The net of it was that our manufacturers' agents did not give us the distribution we wanted, so without wasting any time we changed our plan. is characteristic of this company. We have never hesitated to upset the existing order when it did not measure up to expectations.

"Right at this point we decided that the retail lumber dealer was the man best fitted and most suitably located to handle Celotex. He was in contact with all sorts of building activities. Contractors and builders dealt with him. He was in touch with architects, and when a home owner came to anyng

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The chart that sells because it tells everything

NE means the Canadian Pacific System uses to sell its Round-the-World Cruise is a chart. This chart answers by text, pictures, and diagrams every question a prospect could possibly ask. It is in several colors, and is 35° x 45° in size; yet, because it is printed on Warren's Thintext, it easily folds to a medium booklet size, and is not bulky to carry or mail.

It is Thintext that has made such compact sales material possible. Its soft, velvety surface insures a beautiful job of printing; yet mailing costs will always be low, because Thintext is at the same time so thin and so light in weight.

Our booklet, "Making it Easy to Plan Printing on Warren's Thintext," contains many suggestions for the profitable use of this paper in your mailing pieces. We shall gladly send it on request. S. D. Warren Company, 101 Milk St., Boston, Massachusetts.

THINTEXT

one of WARREN'S STANDARD PRINTING PAPERS

The St. Paul Sunday Pioneer Press

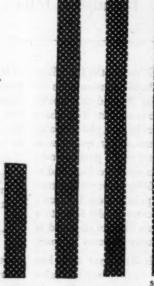
has the

Largest Country Circulation

of any Twin City Newspaper

Affording a direct influen. and tial means for bidding for nearly all the pocketbooks in St. Paul's rich 200mile trading area.

Advertisers seeking to increase and develop business for their Northwest dealers, can assert no more effective and economical effort than to advertise regularly and consistently in this greatest of all Northwest Sunday newspapers.



St. Paul 81,512

St. Paul Sunday Pioncer Press

General Advertising O'Mara and Ormsbee, Inc.

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Oct. 2

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one to buy building material it was to the retail lumber merchant. To sell to lumber dealers we built up a sales force of about fifty men working under the direct super-vision of our headquarters at Chicago. These men got distribution for us. They took Celotex as an

for us. They took Celotex as an outsider in the field of building materials, a specialty, and made it a commodity, that lumber dealers could merchandise at a profit.' It was more or less inevitable

that a product like ours should spread out into wider fields. development of an industrial board for roofing insulation, a railroad board for use in refrigerator cars and Acousti-Celotex hastened this expansion and brought with it new selling complications. The company's sales organization, trained to work with one type of retailer, now faced the task of cultivating the roofing dealer, the railroad purchasing agent, the car builder and the acoustical engineer in addition to maintaining contacts with architects, contractors and builders. The market cannot be said to have shifted so much as it speedily unfolded and multiplied itself. By this time, about 1924, the company started to advertise on a sizable scale, for everyone realized the force must have more weapons than its own ingenuity could devise. And about this time the company began to have some misgivings as to the value of a sales department organized and operating along horizontal lines.

"One of the things that led us to bring out new kinds of Celotex for special purposes," says Mr. Stedman, "was the natural desire to diversify our sales. Suppose a building slump came. We wanted to avoid its worst effects. To take fullest advantage of the new products sold to railroads, roofing dealers and acoustical engineers we needed a sales organization operating exclusively in each of these fields. Then in the event of the lumber dealer failing us or any shifting of our market in a critical time we should have other sources for producing sales. That is why our distribution now operates vertically. Each one of our products has its own sales organization with branch offices which does not contact the sales departments of any of the others. Where we had about fifty salesmen we now have more than 200, but the 200 sell eight times as much Celotex as the fifty used to sell. It is, accordingly, possible now for a salesman to know his territory, to know the capabilities of his dealers, to know how much Celotex his market can and should absorb. Under the old system of distributing specialized products through many channels a salesman could not be properly held responsible for knowing just how every matter related to our sales possibilities stood in his territory. And as a result we at headquarters could not know.

"When we settled down to work out some plan of orderly, controlled sales growth, a little over two years ago, we saw that one detail would have a very important bearing on our plans. dealers and others who handled our products made money, we would make money. If they did not make money or if they remained indifferent to us for any other reason, our progress was halted. Right then and there we wrote into our fundamental policy the declaration, 'Celotex dealers must make money.' PRINTERS' INK has already told the story of the creation of our Dealers' Council* through which eleven of our leading dealers advise and counsel with us in suggesting methods for building markets, for improving merchandising and for establishing the best dealer relations. Everything that we as a company propose to do is discussed by this Council before we pass it along to our dealer.

"Many months ago we knew that the time must come when building operations, having reached their peak, would begin to decline. It was one of the members of our Dealers' Council who took the initiative in suggesting that we could stimulate another type of building to offset the certain, if not sudden, slump in what had

^{*&}quot;Let Dealers Help Formulate Your Advertising and Selling Plans," No-vember 25, 1926.

been our major market. His idea was to sell homes to the great numbers of people who had never given the matter serious con-sideration because they thought erroneously they could not afford

"We felt the idea to be thoroughly sound and our present advertising campaign was the result. This was described in the August 4, 1927, issue of PRINTERS' INK, "Celotex Starts Educational Campaign on Home Financing."]

"No matter what shifts our

markets may undergo we feel that we shall be able to go on selling Celotex in increasing volume. It has been our plan to organize every factor in the industries handling our products to be for us. Advertising helps of course, since it makes almost any good product easier to sell. In our case we have literally handed over a \$1,000,000 advertising appropriation to the home-building industry as a means toward releasing more money for home building. Diversifying our sales efforts has also been important in keeping the sales total growing when sales in some one quarter may slump. Our research bureau is constantly discovering new uses for Celotex which we can convert into markets as rapidly as we feel the necessity arising and as we are able to broaden out and keep the dealer organization sound. We don't want mushroom growth."

Looking at what the Celotex Company has accomplished in the field of distribution from a detached point of view it is not difficult to point to certain underlying principles that have governed its progress. First comes the matter of sales organization. No company can be sure it is organizing itself in a way that is bound to be successful, Mr. Stedman says. must try out the method that looks economically sound and appears to be suited to its own particular requirements. Often the ability of a business to grow depends on the ability of its management to adapt itself to changed conditions. It calls for young men, this company believes, men who will discard the inadequate as soon as

its inadequacy is shown and then draft new policies that work out more successfully.

Diversifying markets, finding new uses for the product and getting all the eggs out of one basket describe the second principle that has kept Celotex sales from standing still. Advertising is another. The company went slow with advertising. While the product was a specialty, a large appropriation was not justified, but it did not take advertising more than a year to prove itself as a destroyer of resistance. For about two years now Celotex has been one of the largest advertisers in the field of building materials and its advertising growth has been paralleled by long strides both in the number of square feet sold and the growing number of dealers. Celotex, once the company knew it would sell and repeat, jumped into advertising energetically and wholeheartedly. "We used advertising as a promotional idea to the point where many people believed we were making a serious mistake," says Mr. Stedman. "But we believed in advertising so strongly that we were sure it would overcome any resistance we had not been able to antici-

"'Celotex dealers must make a profit'-that plank from our marketing platform lies at the core of what merchandising success we have had," summarized Mr. Stedman. "I think every dealer on our books realizes that we mean it. From it sprang every policy that has become a part of our business. Having a good product is not enough. Selling it well or advertising it is not enough. The various trade factors who come in contact with it must be your cooperators for it to grow satisfactorily. In the last two or three years events have proved definitely to us that locating a resale market for your customer and then using all your ability to persuade that market to buy will get co-operation from the best type of dealers. More than that, when an ill wind begins to blow it will hold them while management adjusts itself to

the new conditions."

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George Eliot wrote, "It is clever stupidity to have only one talent, like the carrier pigeon". Singular circumstances may dictate an audacious form of layout such as this. Then again, there are times when originality would be fatuity. In the practice of the Art of Composition we are not homeopaths, nor allopaths, nor osteopaths. We follow all paths that lead to capturing the eye

FREDERIC NELSON PHILLIPS

INC. • Typographers Who Prove It With Proofs 314 EAST 23D STREET NEW YORK CITY

Outworn Sales Customs That Need Revision

For Example, in Certain Industries Valley Months Have Been Built into Peaks but the Same Peak-Building Plans Are Persisted In

By Charles G. Muller

In many industries, a careful observer is likely to notice slavish obedience to trade customs which were founded to cope with problems that no longer exist. Frequently, these trade customs originated so many years back that few people know how they started and certainly they cannot explain why they are persisted in. Nevertheless, year after year, these sacred cows receive due homage until some hardy spirit comes along and

topples one over.

One of these outworn sales customs-or at least a sales custom that has outlived its usefulness in a number of lines-is the annual or semi-annual seasonal sale. Some seasonal sales started because a particular month was a valley on the sales chart. But as a result of the constant featuring of the sales month these valleys have become the peaks, and manufacturers and retailers should stop to consider whether they are still building on top of a valley or a peak. Furniture selling in department stores is a case in point.

Most of this business is done in two months out of the twelve— Februarv and August. During the rest of the year the stores keep a large amount of very expensive floor space filled with costly merchandise and settle down rather hopelessly for such occasional busi-

ness as comes through the door. In February and August, the furniture departments are theaters of tremendous energy, and constant advertising to the public of the enormous savings that can be made in these sales has, I think, miseducated the average consumer to wait to satisfy his furniture requirements until February or August. I told a merchandise man this.

"Well, we are able to make great economies in our buying," he replied, "by giving the furniture manufacturers orders for furniture to be delivered every Febuary and August, because these orders come at times which are off season. In order to keep their plants going, the manufacturers will meet us with very substantial reductions in price."

"That was the case when John Wanamaker started the February furniture sale," I was led to say. "Without a doubt manufacturers at that time were glad to get business in an off season, but after doing business this way the situation by now must be completely reversed. Every department store in the country pushes furniture for Pebruary and August, and the tremendous volume of this business must have created a peak for the furniture manufacturers where before there was a valley.

"So it seems to me reasonable to assume that the manufacturers today ought to be willing to give you price concessions if you would place orders for furniture that might be delivered, say, in May and November. Whether they recognize the situation or not, manufacturers ought to be willing to give you 15 per cent to take furni-

ture for sale in May."

A similar condition of building on a peak that once was a valley has come about in the merchandising of furs. Up to three years ago most furs were winter ones and August was the month in which to put on a sale that would at least keep salespeople busy. Now, in some cities fur coats are sold all year around-but August remains a sale month even though it is no longer the valley on the sales chart that gave it its original reason for being. What was true years before is not necessarily true today; then why, when new conditions

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St. Louis' Largest Daily

(The Globe-Democrat)

Set a new record in September with the Largest Net Paid Daily Circulation ever recorded by a St. Louis Newspaper

272,969

Increase over September, 1926

22,394

Of This Increase, 15,814 was in City Circulation

During the first six months of 1927 The Globe-Democrat pulled farther ahead of the other St. Louis newspapers, by gaining 12,301 in circulation, to total

260,739

in average number of copies of each issue sold.

The Largest Circulation Ever Recorded by a St. Louis Newspaper in the semi-annual sworn statement which publishers are required by law to make to the Post Office.

St. Louis Globe-Democrat

F.St. J. Richards Guy S. Osborn J. R. Scolaro R. J. Bidwell Co. Dorland Agency, Ltd.

New York Chicago Detroit San Francisco London

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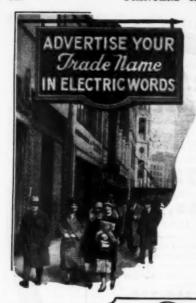
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at the place of sale!

No form of advertiserdealer cooperation can begin to match for permanence, for economy, and for productiveness the Flexlume day and night-electric display.





See how it can feature right over dealers' doors your trade-marked or brand-advertised goods and, strategically, at the very place they are on sale.

Desirable dealers take instantly to the Flexlume electric-advertising idea—they know it will MOVE goods out of their stores. There are several plans for electric advertising cooperation with dealers. Upon request, we will gladly send details of the plans.

FLEXLUME CORPORATION 1047 Military Road Buffalo, N.

Factories also at Detroit, Los Angeles,



Buffalo, N. Y.

Oakland, Calif.,
and
Toronto, Can.

No small part of Flexlume service is an erection and maintenance branch in every important center.



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arise, perpetuate old methods based on old conditions?

Volume is necessary. A \$5,000,-000 store loses on a \$2,000,000 volume, and as a result many stores have to plug hard to take care of overhead. But it is not always good to sacrifice everything to more volume, for forced business is not profitable. Yet many concerns continue old ways, blind to everything but greater volume. Consider this case.

I was at lunch one day with a group of men who were competitors. One of them had just put on a sale and the others were telling him what they thought of it. "That was a great sale, Bill,"

said one.

"You certainly brought the women into your store," another said

"The advertising was some of the best I've ever seen," added a

Later I got the inside details of that "great sale." The merchant had had 1,000 coats up for a one-day event at \$29.50. The coats probably had cost about \$20, the store had sold 720 out of the 1,000, and the merchant was feeling fine. He liked the praise of his com-

petitors, too.
But—280 coats were left from that sale, coats that had been picked and pawed over. The store's hopes of getting overhead out of the event lay in selling the remaining coats. How much were they worth when the women had got through

looking them over?

There is the competition in advancing seasons. Underwear is a splendid example. The ordinary man does not put on his heavy underwear until some time after Thanksgiving Day. January and February are the real seasons when he needs such garments. stores start to run clearance sales of winter underwear in January!

It is conceivable that this method is sound selling, but I raise the question. It seems to me that it dislocates the season, because the consumer, knowing in November that he will be able to get underwear at considerably lower prices

in January, makes his old garments do in the meantime. The result is that the following year he has no need to buy early. His underwear, bought late the previous year, will tide him over until the usual sales

come along again.

One manufacturer declares that retail purchases of winter underwear only begin to gather headway in November, and that December, January and February are excellent winter underwear months. He says that the tendency to anticipate the season on these goods and to commence clearance sales so long before the normal retail demand has had a chance to be satisfied seems to him to deprive the dealer of the legitimate profit to be gained by selling at regular prices during the period of normal purchase and use. Isn't his reasoning sound?

The "white sale" is an example of how new styles antiquate methods that once might have been well grounded. Originally white sales were intended to include only a small group of underwear and white yard goods. With a change in style, these items died, but the white sale continues in many stores. It goes on now chiefly as something to fill in during the post-Christmas Iull. But some of the best-run stores have thrown out the white sale and in its place are putting on a clearance in the middle of January. Which seems wiser?

With inventory and a new begin-ning on February 1, it appears logical for stores to have a clean-up in January. But here again the in January. event has been distorted by some merchants beyond its original proportions, many stores setting everything aside for the clean-up and playing it to the public as a "big event.

Yet R. H. Macy & Co. make their inventory in one day and calculate it the next night. Inventory, therefore, is not a major problem. Where it is used as the basis for an extensive sale it is used really as an excuse. Lord & Taylor in New York, Halle Brothers in Cleveland, and Hogg in Cincinnati, make little fuss over inventory sales. They clean up, but they do

Oct

it in a few days and forget it. Isn't their method better merchandising than making a small problem merely an excuse for a forced event?

Manufacturers have their particular sales periods. Some of them arbitrarily decide on a certain week to feature their merchandise and do not discuss it in a great many cases with retailers. They make no adjustment-just announce the sale and let the dealer get out from under. Retail dissatisfaction, it seems to me, nullifies any good results from such sales.

Other manufacturers plan for a sale, with no particular reason in mind and with no particular season in view. I know of a perfume importer who went to one retailer and asked him to put on a saleit could be for a day or for a week, it made no difference to the importer—at 20 per cent off. The importer would allow proper discount. Wasn't such a proposed sale rather poorly considered from comprehensive merchandising viewpoint?

I merely raise these points for discussion. I have no hard-andfast conclusions, for sales methods are difficult to standardize. I know that, when the sales promotion division of the National Retail Dry Goods Association decided that the practice of many stores of conducting sales at periodic intervals was not a method of stimulating busi-ness conducive to the best interests of the public or the store, a prominent furniture retailer told how he had omitted one of his store's regular sales and lost \$100,-000 the first month and \$75,000 the second-after which he went back to his old sales policy and made money.

But I know also that the John M. Smythe Company, of Chicago, has not held a furniture sale for sixty years and that in volume of business this store is reputed to be one of the largest retail furniture concerns in the country.

I know, too, that up to a couple of years ago garment manufacturers and retailers in many cases passed away time during May, June and July holding sales of job lots, but that last year by changing dates for wholesale showings, by shifting style seasons and creating new ones, they did a good summer business, the coat business being the best the industry had witnessed in years.

September Life Insurance Sales

New life insurance sales for the first nine months of this year were 1.3 per cent greater than during the correspond-

cent greater than during the corresponding period of last year. Sales for September were 4.5 per cent less than during September, 1926. These figures are contained in a report of the Association of Life Insurance Presidents, New York. For the nine-month period, the total new business of all classes purchased from forty-five companies, controlling 81 per cent of the total life insurance outstanding in the United States legal reserve companies, amounted to 88 352. standing in the United States legal reserve companies, amounted to \$8,352,000,000, against \$8,244,000,000 during the corresponding period of last year. For the month of September, the total new business of all classes was \$759,000,000 against \$795,000,000 during September, 1926. September, 1926.

Campaign Planned for White Radio Power Unit

Newspapers in thirty-five cities are Newspapers in thirty-five cities are being used in an advertising campaign just being started by the Julian M. White Manufacturing Company, Sioux City, Iowa, manufacturer of the White radio socket power units. This schedule will all be run before the first of the year. Thirty business papers will also be used in this campaign during the last quarter of 1927.

The United Advertising Agency, Sioux The United Advertising Agency, Sioux

The United Advertising Agency, Sioux City, has been appointed to direct the advertising account of the White company.

Death of Pierce Charles Calton

Pierce Charles Calton, head of the Pierce Calton Advertising Agency, Terra Haute, Ind., died on October 13 at Terra Haute. He was in his forty-seventh year. At one time, he was on the advertising staff of the Danville, Ill., Commercial News, and later was with the Danville Times. In 1916 he became advertising manager of the Terra Haute Post, He organized the Calton agency in 1922. Haute Post. I agency in 1922.

Childs Company Sales Show Increase

Sales of the Childs Company, New York, Childs restaurants, for Septem-ber, 1927, amounted to \$2,436,718, against \$2,289,470 for September, 1926, an increase of 6.4 per cent. Sales for the nine months of this year amounted to \$21,661,190, against \$19,166,527 for the corresponding months last year, an increase of 13 per cent.

True of the CHICAGO MARKET

Placing Hosiery in Department Stores

One of the premier hosiery concerns of the country hadn't broken State Street.

A year ago they added Chicago Motor Coach Advertising—to their Chicago efforts -it was the one thing "different" that was done.

Today this brand of hosiery is for sale in every State Street Store.

Retailers as well as buyers of finer things take notice of Motor Coach Advertising in Chicago.

Motor Coach Advertising Service, Inc.

Chicago Motor Coach Advertising

509 So. Franklin St. Chicago, Ill.

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Good Copy

There is no machinemade form for advertising.

Every account presents different problems in personal relations — merchandise or methods.

Every advertiser's story differs essentially from that of even his nearest competitor.

But the same public is always with us.

So to make good copy the advertiser's story must be told in words the public can understand, and to which it will respond.

HAWLEY ADVERTISING COMPANY Inc.

95 MADISON AVE. NEW YORK CITY

Farm Equipment Association Elects A. T. Jackson

A T. JACKSON, vice-president
Of the Emerson-Brantingham
Company, Rockford, Ill., was
elected president of the National
Association of Farm Equipment
Manufacturers at its annual convention last week at Chicago. He
was executive chairman during the
last year and is succeeded in this
office by John C. Myers, vicepresident of the F. E. Myers &
Bro. Company, Ashland, Ohio.
The outlook for the next crop

The outlook for the next crop year is favorable and the farminplement industry should enjoy good business, R. W. E. Hayes, retiring president of the association, said. European competition in farm machines is beginning to make itself felt, he reported, this competition being evidenced by a competition being evidenced by the first six months of 1927.

ing the first six months of 1927.
Donald F. McDonald, vice-president of B. F. Avery & Sons, Inc., Louisville, and chairman of the association's sales and advertising department, reported that Better Farm Equipment Week in 1927 had proved successful wherever it was conducted along the lines the association recommended. He urged that during the week next year manufacturers advertise the event on a bigger scale than in the past and recommended that their dealers adopt the same plan. Ordinary advertising, he warned, would not accomplish results. What the farm equipment manufacturer and his dealers must do is to make plain the relation of better farm equipment to the individual farmer's ability to make his family more comfortable and prosperous, said Mr. McDonald.

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A resolution was adopted recommending that the association ask the United States Department of Commerce to appoint two trade commissioners of the farm-equipment industry. One of these would be placed in Europe and one in South America, the duty of each being to gather information to be



Covered is Your Measure of Advertising Value

THE objective of the advertiser in the general industrial field should be to reach the maximum number of industrial plants, and then the key executives in each of these plants. This must be so, because advertising should function in co-operation with his salesmen whose prospects consist of every important buying unit.

One publication cannot give such coverage—one type of editorial treatment will not please all readers, nor has one method of obtaining circulation proven effective.

The INDUSTRIAL GROUP—comprising Industrial Management and Industry Illustrated—with the two different types of editorial treatment and the two widely different methods of obtaining circulation, guarantees a coverage of the largest number of individual plants in industry—as well as the biggest audience of industrial key executives.

Let us tell you how The INDUSTRIAL GROUP will help you market your product in the general industrial field economically and effectively.

Jhe Industrial Group

Industrial Management

Industry Illustrated

381 Fourth Ave., New York

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Stretching Dollars Where Business Is Good

For the past three years Kansas has been an outstanding bright spot on the business map. The year 1927 is no exception-1928 will undoubtedly bring further increases in Kansas business.

Kansas Buying Power is not dependent upon any one branch of industry. Agriculture, Oil, Live Stock and Manufacturing all share responsibility. Above all-Wichita is a big distributing center-serving a far larger area than what is termed The Wichita Trading Territory.

In this area—The Eagle is the greatest sales influence that exists. To use The Eagle for a campaign foretells success. There Is No Substitute For The Eagle In Kansas.

EVENING

MORNING The ideal buy—two-day cover-age at lowest rate. Almost 84,000 Total Daily—Over 40,000 in Wichita.

MORNING Largest single unit buy in Kan-sas. Largest city, suburban and total circulation of any Wichita paper. Almost 60,000 daily.

Now averaging over 70,000 Sun-SUNDAY day-It's Ransas' Largest and Most Popular Sunday paper.

he Wichita Eagle

WICHITA

KANSAS

Morning · Evening · Sunday

Represented Nationally By S. C. Beckwith Special Agency

Oct. 20, 1927

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The following manufacturers were elected members of the association's executive committee:

For three years, C. D. Wiman, vice-president, Deere & Co., Moline, Ill.; E. W. Meese, general manager, Elaval Separator Co., Chicago; D. Seltzer, vice-president and general manager, The Ohio Cultivator Co. Bellevue. Ohio; L. J. Brown, vice-president and general manager, Nichols-Shepard Co., Battle Creek, Mich. For two years: L. L. Buchwalter, vice-president and general manager, American. Seeding Machine Co., Springfield, Ohio.

Seek Ailing Criminal Through Medical Journal Advertising

The Post Office Department is using advertising space in medical journals in advertising space in medical journals in an endeavor to capture a criminal ac-cused of robbing the mails and murder-ing a letter carrier. The criminal wanted is afflicted with an ailment of such a serious and painful nature as to necessitate frequent medical attention. It is expected he probably will con-

to necessitate frequent medical attention.

It is expected he probably will consult with physicians or submit himself for examination at hospitals or sanitariums. Pictures and a complete description of the fugitive are included in the advertisements.

E. E. Bucher Advanced by Radio Corporation

Elmer E. Bucher, general sales man-ager of the Radio Corporation of Ameri ca, New York, has been made assistant vice-president. He joined this company

when it was organized in 1919.

Joseph L. Ray, who has been with the Western Electric organization for twenty-three years, succeeds Mr. Bucher as general sales manager. Mr. Ray was recently general supply sales manager of the Grayhar Electric Company.

McLagan-Erla, Ltd., Formed

Through Merger

Through Merger

McLagan-Erla, Etd., is a new radio manufacturing company formed by a merger of the McLagan Furniture Company, Stratford, Ont., and the Electrical. Research Laboratories, Chicago, Etd. radio products. Headquarters of the new company will be at Stratford. D. M. Wright is president, G. A. Pearson, vice-president and L. J. Salter, secretary-treasurer. tary-treasurer.

Lancia Motor Forms American

Company The Lancia Motors of America, Inc..
New York, has been formed to manufacture, assemble and sell Lancia automobiles. The engine, transmission and differential will be manufactured by the Lancia Automobile Company. Turin, Italy, and the other units of the car will be made in this country. Anthony Flocker is president of the new company.



"SEE How THEY GROW

FROM "SMALLS"

TO

WHOLE PAGES

IN

"PUNCH

22

This is the title of a remarkable book containing numerous examples of advertisements in Punch which have been increased from small spaces (generally a few inches single column) to full pages and in many instances to

Colour pages.

**

Write for your copy

MARION JEAN LYON Advertisement Manager, "PUNCH"

80 Fleet Street, London, E.C.4 Eng.

Let the Experts of the Great Premium Users Select Your Premiums

Not everything makes a successful premium.

But there are articles that do make successful premiums for every man, woman and child in the United States.

Those who have been at the head of the premium departments of the great premium users know what these successful premiums are.

They've used them and know by actual redemption records just how they pull business.

These premium experts are ready to give you their services and the benefit of their invaluable experience.

Their services may spell the difference between the success and failure of your own premium department.

It seems an unnecessary risk for a business concern to run, to attempt to select a line of premiums when so much depends on the right selection and when those knowing the best ones to use stand ready to guide you aright.

These men make no charge for such services. They will even prepare and print your catalog and carry the premiums in stock and ship them for you as required, and for that their charge is much less than your own cost would be if you tried to do it yourself.

Concerns of standing in their own field are invited to acquaint themselves with this work which is done by

The

Premium Service Co., Inc.

9 West 18th Street New York City

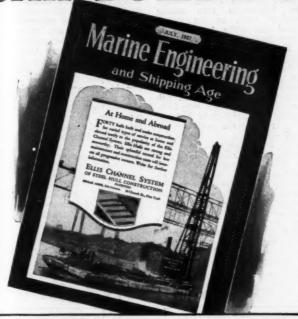
Consumer Demand for Bakery Products

Washington Burson of PRINTERS' INK ERETOFORE, the baking industry has not availed itself of the scientific development and analysis which many of the newer industries have readily adopted, according to a preliminary report on the consumer demand for bakery products in three Pennsylvania markets. The investigation was made under the direction of the United States and Pennsylvania
Departments of Agriculture, with
the co-operation of the American,
Pennsylvania and Philadelphia
bakers' associations, and it is particularly interesting because of the data secured on the results of advertising.

The report covers Philadelphia, Wilkes-Barre and Sunbury. It undoubtedly will be widely circulated throughout the bakery industry, and it appears to present a great deal of information of value to manufacturers of other food products, for it points out several neglected opportunities. For instance, in addition to the information coerning bakery products, this survey shows the extent to which winter wheat flours are used in the three cities. In regard to this the report states:

"This will give the Pennsylvania miller an idea of the extent to which his flour is used and also the potential possibilities for the expansion of his market. It is hoped that he will avail himself of this information, thereby expanding his business and also increasing the market for the Pennsylvania wheat grower. Any expansion of the milling industry which may result from this study will react to the benefit of the farmers who grow wheat."

Besides a wealth of the information that is usually contained in reports of the kind, many suggestions will be found of interest to advertisers who publish recipes. As an example, the housewives in Wilkes-Barre pack 1.15 lunches per day, about twice as many as SHIP BUILDING



In the first two years of advertising a new system of marine construction, 41 hulls—including a wrecking barge carrying the world's largest floating derrick—were laid down. This client is the Ellis Channel System of Steel Hull Construction, New York.

SMITH ENDICOTT COMPANY

141 Milk Street, Boston

(An Advertising Agency helping a small group of clients to do a larger volume of business)

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the housewives of Philadelphia and Sunbury, who pack 67 and 44 respectively. Packing of lunches is more common among foreign born inhabitants than among American born, as the survey showed that white Americans in Wilkes-Barre put up only .73 and in Philadelphia .48 lunches per family per day. The majority of all housewives interviewed make good use of left-over bread, consuming it as bread crumbs, in bread puddings, meat cakes, fish cakes and otherwise. Very few reported that they throw it away.

The report on the substitutes for bread indicates a substantial market for coffee cake, breakfast cereals, griddle cakes and a number of other substitutes. As to why bread is eaten, the majority of families in the three cities considered its food value as a first essential, but a large number gave "because we like it" as their reason.

More than half the consumers interviewed had seen bread advertised in stores, on bakers' wagons, by posters and in newspapers.

Cleanliness and quality were remembered as the important points stressed in bread advertisements. Many remembered seeing health. food value, and labor-saving emphasized in bread advertisements. and few recall any mention of price. Most of the consumers interviewed had seen bread and cakes advertised. More than 30 per cent noticed pie advertisements, about 15 per cent pretzels, and 13 per cent had noticed the advertising of cookies. portance and frequency the products seen advertised were, first, bread, and then cakes, pretzels, cookies, biscuits and rolls, and doughnuts.

The preliminary report is in processed form and contains four-teen pages. The supply is limited, but as long as it lasts copies may be secured by applying to the Bureau of Agricultural Economics, Department of Agriculture, Washington, D. C.

I. C. Steven has been appointed the representative of the Fisher Publishing Company, Toronto, Ont., for Montreal and surrounding territory.

"A Local Advertiser Speaks"

AROMATIC RED CEDAR CHEST MANUFACTURING CO. 392 MAIN STREET, PATERSON, N. J.

Paterson Press-Guardian, Paterson, W. J. Gentlemen:

As newcomers in business in Paterson, having only recently opened up our store at the above address, we feel that you would like to know that we have found that advertising in your paper brought us

wonderful results.

On Tuesday we used your paper with the wonderful results that we sold, before noon the following day, eleven of our AROMATIC RED CEDAR CHESTS WITH A FOLLOW UP TOTAL OF TWENTY-FIVE SALES THAT WE HONESTLY CREDIT TO THE WONDERFUL PULLING POWER OF YOUR PAPER.

We feel very thankful that you induced us to give THE PRESS-GUARDIAN OUR ADVERTISING.

Trusting that our business relations will always remain friendly, bolieve us to be

Yours very truly,

AROMATIC RED CEDAR CHEST MANUFACTURING CO. (Signed) F. FAEMOR.

The Paterson Press-Guardian

Member of 100,000 Group of American Cities

. National Representatives, G. LOGAN PAYNE CO., N. Y., Boston, Chicago

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ILLUSTRATION COURTEST YOUNGSTOWN SHEET & TUBE CO.

MAKING "YOUNGSTOWN" STEEL PIPE

Youngstown's Steel Workers Have Enormous Buying Power

DEVELOPING sales in Youngstown is easier, because of the large earning power of the steel worker. He responds quickly to new ideas—luxuries as well as staples—and he has the money to fulfill his desires. The Youngstown Vindicator is the HOME newspaper, leading in city circulation; going into more homes than any other paper.

An Ideal "Test City"

Pabst-ett used the Vindicator in the "test city" campaign described in Printers' Ink, Sept. 29th, pages 3 and 4. Popular Sunday Edition Rotogravure is effectively used by leading national advertisers. Let us send you recent copies and full details.

The Youngstown Vindicator

Youngstown, Ohio.

MEMBER THE 100,000 GROUP OF AMERICAN CITIES

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Some of the Jokers in the Foreign Advertising Deck

There Are All Sorts of Strange Customs and Difficulties Which Advertisers Abroad Must Understand if They Are to Be Successful— But Conditions Are Improving

As Told to Hiram Blauvelt

By Bernard Staley

Production Manager, Paris Office, Erwin, Wasey & Company, Ltd.

C OMPARATIVELY few people realize how many serious pitfalls there are into which American advertisers coming abroad for the first time may fall. There are, in most European countries, strange customs, and common laws and statutory laws of which most of us have never heard, and which are liable to tie the foreign advertiser who does not know about them up into all sorts of annoying and expensive difficulties.

In France, for example, there is a trade custom which dictates that if an advertiser switches his agency, the original agency shall continue to collect all commissions from publications wherein his advertising is being run for a period of one year from the date of This practically means that it is very difficult and sometimes dangerous to change agencies, unless precautions are taken to guard against such an emer-gency. In one actual case an American advertiser, who fortu-nately knew about this before hand, asked the agency for a written letter authorizing him to make any change whatsoever without such penalty, asking that agency for a letter relinquishing all claims to any commissions for a year from date if the advertiser did decide to make a change. shifty agency man wrote a letter in which he stated that of course the advertiser was at liberty to change his agency at any time he desired but failed to mention that he thereby relinquished his right to commissions from publications. At it happened, the advertiser did change his account to another agency and the publications advised him that commissions on his business were reserved to his old agency for one year from date of last insertion. As a result the advertiser who refused to pay commissions to the discharged agency had to stay out of valuable publications for a period of one year. This is merely common law, a trade custom. Yet it is adhered to very strictly in France, and has already cost American advertisers a great deal of annoyance and expense. This custom prevails also in other European countries.

Now as to production. The American advertiser can get excellent cuts, halftones and colorplates abroad if he does not expect to get them as promptly, quickly, and with as little trouble as he does at home. A couple of years ago, it often took us from three to four days to get a single line cut or halftone through. It was even the current opinion then that it was impossible to produce good four-color plates in eight days, and, in fact, it was like getting blood out of a stone to do it twenty months ago. One couldn't rely on a cut-maker to deliver the block to the type-setter. The agency had to take it there itself for surety and speed.

HARD TO GET INFORMATION

In calling up to find out in what state of completion an advertisement might be, it was formerly necessary to talk to four different men, each a department head; one in charge of halftones, another in charge of the composition, and the other in charge of the foundry. It was only with great difficulty that this could all be centralized

An organization of idea men, writers, designers, typographers and pressmen, working to produce new business literature



CURRIER & HARFORD LTD · 468 FOURTH AVE., N.Y.C.



in one man for intelligence of work progress and newly developed instructions.

Now, thanks to this centralization, if you are doing business steadily with a firm, it is possible, even after waiting twenty minutes for a local Paris telephone call, to get out a line-cut in less than a day, or a four-color process block in four days, provided, of course, you know the ropes from start to finish.

It is possible to get excellent work, provided the concern knows you, and you insist on it. It is advisable, nevertheless, to explain very carefully in minute detail exactly how you want everything done, a process which is exceedingly difficult to the newcomer since the majority of the terms of advertising are entirely new in foreign countries, and quite tech-nical. My French English glos-sary, for example, of printing and engraving terms already comprises sixty-three technical French terms, and it is growing daily. advertiser abroad simply must master the technical terms of advertising, printing and engraving or he will be utterly at sea and absolutely unable to get what he wants from printing houses and engravers.

Indeed, outside of the fact that, unless you have special arrangements, an electro, or galvano, takes sometimes from four to five days to get out, many other foreign customs and practices combine to make the way of the advertiser and his agent abroad exceedingly difficult.

For instance, the average proof is so terrible that you simply dare not show it to your client or he would throw up his hands in horror and forbid the advertisement to be rum. With the ordinary untrained French house, good proofs cost extra and may take as long as two days to pull. We have always asked for six proofs and at first could not get more than two, even when we insisted to the point of threatening to abandon all business relations. It took us three months to get our agency name, proof number, client's name, name

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HROUGH NEW EYES

Should automobiles be reproduced in "chestnut" color? • For, the same old ideas in illustration are going around as when the wheels of the first automobile went around • It's high time for a "get away" • Let us picturize and dramatize your automobile through new eyes and with new ideas



MARTIN ULLMAN STUDIOS INC

of publication and date to be run on the top of each proof, largely because it had never been done before and our ad-setters saw no adequate reason why it should be done then, except that we wanted it for some foolish purpose.

it for some foolish purpose.

Again, newspapers love to hold on to their bills and sometimes won't send in voucher copies for three months or more. Meanwhile the agency has to carry the account and pound continuously, both to get bills rendered to date as well as voucher copies, which together make the collections and accounting work between the agency and the advertiser very difficult and far behind schedule, involving considerable outstanding capital on the part of the agency forced to carry its various accounts until newspapers respond to prayers and entreaties for belated bills.

With regard to publications and rates, there is a difficult situation inasmuch as almost all circulation in the past has been very much padded, nor will a publication maintain any fixed rate, or

permit lumping of an agency's accounts all together at a definite, established rate. The result of this is that separate negotiations must be entered into for each new account.

In view of this we are forced to quote a prospective advertiser on the strength of our general experience and roughly estimate about what his face rate may prove to be. On the bottom of every quotation, therefore, we put the following notice:

N. B. The 6 per cent is an approximate figure for the cost of art work typing, type-setting, etc. The above are the actual rates; final rates will be given after negotiation with the papers.

For the most part, published rates do not mean a great deal, and considerable dickering must be done with each new account to get as favorable a rate as possible, and then the advertiser can never be quite sure that he has succeeded in securing the absolute minimum.

Circulation figures are much smaller abroad than in America,



Advertising Agents
Who aren't averse
To hearing an idea
Now and then
Will find
That every
Now and then
An Apeda man
Has a good one!

Apedo Studio

212 West 48th Street New York

CHickering 3960 Courtesy of The McCall Co. . 1927 ency's

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Calumet

Baking Powder

> buy 1,250,000



SCHOOL BOOK COVERS

They saw a chance to give unusual support to their product in certain selected states.

They wanted to get their message into the powerful "Homes with Children" market, without spending a lot for waste circulation.

They found the rural districts they needed were as well covered as the cities and towns.

So they bought back covers, heels, and flaps on 1,250,000 Peabody School Book Covers, and now their story is being read every day in just the right homes, at just the places they desired.

Thirty days from the time you provide the copy, Peabody School Book Covers are in active circulation in the places you select; and they stay in daily active use until June. (Billing after Jan. 1st, if you say so.) 30,000 school executives, alumni of George Peabody College for Teachers, Nashville, Tenn., are behind the plan. A nation-wide circulation of over 15,000,000.

EDUCATIONAL ADVERTISING COMPANY

George D. Bryson



Phone: Chickering 5657

55 West 42nd Street, New York City

Two Points to Remember about Iowa

According to economic figures on income, the average Iowa family can buy everything that the average American family buys, and still have more than \$400 left to spend or save.

Advertisers who understand the Iowa situation know that the consumer market there cannot be properly sold without the use of newspapers in Iowa's twenty-one key cities.

IOWA DAILY PRESS ASSOCIATION

Davenport, Iowa



Up-to-date, accurate information on the lowa market has been con-densed into a 32-page book. If you do business in lowa, you'll be interested in reading it. Free to executives on request.

Ames Tribune Fort Madison Republican

Burlington ... Gazette Burlington Hawk-Eye Cedar Rapids. Gazette & Republican

Centerville.. Iowegian & Citizen Council Bluffs.

Nonpareil Davenport. . Democrat & Leader

Davenport.... Times Dubuque.. Telegraph-Herald and Times-Journal

Fort Dodge.. Messen-ger & Chronicle

Democrat

Iowa City.....Press Citisen

Keokuk Gate City Marshalltown . Times-Republican

Mason City ... Globe-Gazette

Muscatine Journal & News-Tribune Oelwein Register Oskaloosa.... Herald Ottumwa.... Courier Sioux City ... Journal

Sioux City ... Tribune Washington . . Journal Waterloo . . . Evening Courier

Waterloo Tribune

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, 1927

but few publications will give true figures, although recently there was organized in France what corresponds to our Audit Bureau of Circulations, entitled the "Office de Justification de Tirages," or O. J. T., an organ of Chambre Syndicale de la Publicité. Progress being made in this direction is encouraging, and a number of magazines and newspapers have definitely published true figures of circulation.

There is an immense amount of detail which the production manager abroad must know thoroughly and command at his finger tips. He must know that certain provincial newspapers use cuts with a wood base, while others use a metal base, as do the Parisian Transportation is very papers. slow, and you must sometimes allow five days before the date of closing for a newspaper to make up. Some papers insist on material arriving two days before the advertisement is run.

The only publications that have so far allowed us to furnish mats are in North Africa, and this was only after special negotiations, so that we could send the material air mail. The stereos were too heavy for mail and had to be sent "service rapide," which often took two to three weeks on account of customs and shipping delays.

Date schedules are difficult to maintain. Some newspapers insist on a leeway of one day either Other papers want to hold the advertisement and run it when it fits conveniently into some blank space of their make-up. is a great habit among newspapers abroad of running an advertise-ment when it is most convenient to them, regardless of any previ-ous date schedule sent by the advertiser. In case an electro arrives late, instead of wiring immediately for instructions, the newspaper will usually write asking what to do, so that the better part of a week is gone before the agency knows and the advertisement is fairly stale before instructions can be gotten back to the paper in question.

In Europe we have worked out



Retail dealers and their salespeople who know your products and your policies intimately, usually push your line in preference to others.

That means larger volume, better prices and lower selling costs for you—in short, more profits!

You can cultivate that interest and intimacy among your dealers and their sales people, through a well planned, vocationalized business paper schedule, talking to them through your advertisements just as YOU would, were you face-to-face with them. Incidentally you would give your salesmen more time for the actual work of taking orders.

The unit cost of vocationalized business paper advertising is small; the purchasing power and influence of the dealers you reach is large.



109 S. 9th St.

ST. LOUIS

Controlled Circulation monthly to 55,000° selected food dealers retailing meats and related products.



Circulation Increase

б уеа	rs,	3	m	onths	4,182
Total Increase	1	or			982
January 1, 1926				5727	
January 1, 1927					
					1241
October 1, 1924				4486	
January 1, 1926				5727	342
October 1, 1923				4144	
October 1, 1924				4486	305
October 1, 1922				3839	
October 1, 1923					686
October 1, 1921				3153	
October 1, 1922					020
October 1, 1920		*		2527	626
October 1, 1921					

THE 攀DAILY HERALD

Herald Building		Hen	ald	Building
Gulfport	Mississipp	oi	Bi	loxi

ONE WAY

to economize on your printing, without sacrificing the quality of the work, is to tie up with an organization which has reduced waste to a decimal point. Close and accurate buying of materials, a careful follow-up system, automatic equipment and expert workmanship, are some of the factors which make such economy possible.

The Stirling Press

"Intelligent Co-operation"
318 W. 39th St., New York City

计台语语语语语语语

a system whereby we know exactly what trains leave at certain times for certain parts of the Continent, so that we can tell to a day how and when we can get material to a certain newspaper in a given city. The amount of detail to be mastered is really enormous. For example, we must know whether a certain editor goes to dinner at 7.30 p. m. or is away for tea between 3.00 and 5.00 p. m. Another arrives at his office at 10.30 a. m., etc.

A BUSINESS OF PERSONALITY

It is distinctly much more of a business of personalities over here, and all the little individual habits of a certain man, newspaper, town or district, must be almost card-cataloged in order to get your advertisements run when, how and where you want them.

With regard to actual printing, most of the better class machines are of first-class American make, although some of the German machines are excellent. The offset work is as good in quality as that produced in America, whereas in several instances in the case of particular firms in Paris, a lot of the work is done by hand by skilled workmen and perfectly beautiful jobs result such as we would really not have the time to produce economically in the United States.

There has been developed in Paris a rather unique method of color reproduction in art work, not a printing process, but a stencilling method, so that the work achieved has almost the exact appearance of being hand painted, and every piece seems to possess an individual quality as if it were the original, done especially for the recipient. Naturally, when a person receives a booklet or mailing piece which appears to have been hand painted for him alone, he is immediately impressed with his own importance, since obviously original hand paintings cannot be mailed out in large num-

The new stencil process of course involves original sketches in color by an experienced comIf you motor~you

know you feel pretty

friendly toward Highway

Lighthouse advertisers.

(A mighty practical way to advertise, isn't it?)

HIGHWAY LIGHTHOUSE Co.

New York Chicago Pittsburgh Detroit



This Highway Lighthouse is maintained by Life Savers on Lincoln Highway just south of Princeton. N. J. Over 5,000,000 persons pass this point yearly. Highway Lighthouse

"The Right Way is on the Right-of-Way."

1927

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mercial artist. From these a skilled craftsman cuts a set of stencils from zinc plates, one stencil for each color. This is very delicate work, and requires a talented, experienced man. However, when the stencils are all cut, they are then turned over to girls who use them with the various colored cold-water paints required, stenciling right on the paper itself. They can work up a surprising speed and skill in turning finished pictures out with these stencils at the rate of from 300 to 400 a day up to five different colors, so that each specimen looks like an individually hand-painted copy.

The treatment is particularly effective for landscapes on the booklet cover. But perhaps the most striking of all are brilliant color schemes of conventionalized flowers and geometric designs which come out like original water color sketches. Owing to more reasonable labor abroad, the stencil process of hand painting is by no means unduly expensive, whereas it gains great attention

value from the prospects who feel that such fine work must be prohibitively expensive.

Our work here is undoubtedly interesting, despite the numerous difficulties which surround us, and it must be said that considerable progress has been made during the last two years in the production of mechanical and technical work abroad. And, quite as important is the adapting of this progress to the requirements of modern publicity. Advertising here is, for the most part, a comparatively new science and art, although judging from recent progress, it will not take long to put it on the basis of favorable comparison with American advertising.

Gain in National Biscuit Net Income

The National Biscuit Company, New York, Unceda Biscuits and other bakery products, reports for the nine months ended September 30, 1927, a net profit of \$12,453,233, after charges and Federal taxes, against \$11,254,722 in the corresponding period of last year.



ProductionsProduced by

Produced by Automatic Movie Display Corpn. New York

LIKE IN A CRYSTAL

-over 100 paper merchants attending a convention, saw new sales records for 1928!

The "crystal" was a dramatized industrial motion picture—produced by us. Let us dramatize your advertising and sales message and plan its proper circulation.

AUTOMATIC MOVIE DISPLAY CORPORATION 130 West 46th Street, New York City Bryant 6321 1927

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nths rofit AMERICAN EXPORTER
2,573 pages

First Choice of Export Advertisers







Year after year THE AMERICAN EXPORTER leads all other export papers in advertising volume published. The figures given here are for the first nine months of 1927.

More and more manufacturers are selecting this great publication as the most profitable medium to reach buyers abroad. Today it carries $2\frac{1}{2}$ times the business of any other export paper, and more than any three other export papers put together.

370 Seventh Avenue, New York

AMERICAN EXPORTER

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Keeping pace with Akron's stride is its leading newspaper, the Beacon Journal—first in circulation in the Akron Market—first in Ohio and sixth in the United States in advertising linage among six day newspapers.... Enter this rich, growing market thru this medium

AKRON BEACON JOURNAL

Member of the 100,000 Group of American Cities

STORY, BROOKS and FINLEY, Representatives
New York
Chicago
Los Angeles
San Francisco

per

Don't Be Afraid to Tell Dealers What You Expect Them to Do

(Continued from page 6) stead of many, conserves his buying time and simplifies his cleri-cal work. A surprisingly large percentage of bankruptcies are caused by frozen stock, accumula-tion of odds and ends, caused by carrying too many lines.

7. To furnish you with a mailing list, so that you may follow up his prospects for him.

8. To make intelligent and complete use of the dealer helps you furnish him.

The more intelligently the manufacturer's dealer helps are used, the better helps the manufacturer will be able to furnish.

9. To sell on partial payments if the unit price of your product is a considerable item.

Irrespective of personal opinions regarding uses and abuses, merits and demerits of time payment selling, it is here and an increasingly large percentage of families are buying in this way. Few famready cash to pay in one lump sum for any product running into any amount of money. Most of them are buying on the budget plan, and to get the full share of this business your dealers absolutely must sell on partial pay. lutely must sell on partial pay-

10. To service the product intelligently.

Good-will is never built by sidestepping servicing of a product so long as it can be side-stepped, but by the dealer being ready to go out of his way to see that the retail users get perfect satisfaction. Dissatisfaction is sometimes unexpressed, and a dealer who calls on users unsolicited, to find out whether they are pleased with the product, adjusting any minor complaints there may be, is building valuable good-will. dentally, this is nearly always productive of good leads and new

189

prospects.

Get the dealer to do things, and you not only get him to sell more of your goods, but you obtain another very definite advantage, which is seldom con-sidered. Here is dealer Johnson, for example, who has been selling your product for a number of years. In his advertising, his personal sales efforts, and the efforts of his store personnel, he has told his customers that he considers your product the best in its line; that he guarantees its quality, and backs each item he sells with his personal guarantee. He has spent his own money, his beloved hard-earned cash, and his valuable time in establishing himself as your authorized dealer. He is not so likely to kill the cumulative effect of all of this effort, to contradict his past statements, by replacing your line with a competitive one. You have a hold on this man's permanent business that would be hard to obtain in any other

In most cases, the success of your salesmen will be in almost direct proportion to the extent in which they succeed in getting their dealers to co-operate along these lines. And the extent to which they get this co-operation depends largely on how they go after it. One of the two salesmen mentioned said a short time ago: "I not only tell the dealer what he should do to get the most out of his Estate agency, but I draw up a visual working schedule for him. I take a pencil and a sheet of paper, draw a line down the middle, and on the left side I write the things we do for the dealer. Then I tell him: 'Here is what we want you to do,' and list his part of the program on the right side. I never allow him to lose sight of the fact that the entire merchandising plan is a cooperative one; that he is a vital part of our sales organization. "Neurally I control action.

"Naturally, I cannot get every dealer to do everything I ask him to, or to make his store an Estate store. But I do expect every dealer to make a fair effort, doing

Oct.

TRY COUNTING THE NEW ONES!

Magnificent Cathedrals going up Everywhere

A TREMENDOUSLY STRONG
and
WEALTHY ORGANIZATION
with

NUMEROUS BRANCHES
in EVERY
CITY AND TOWN
with
ONLY ONE MEDIUM

Absolutely Restricted to the church buyer

Write for samples and information concerning The Church Trade Journal since 1899

The EXPOSITOR

Cleveland, Ohio
156 Fifth Ave. 37 S. Wabash
New York City Chicago, ill.

Where is this Artist?

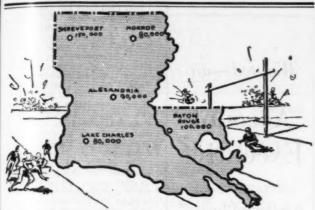
Tagency opened its doors. Today It is on a profit-every-month basis, reputed the livest in Rochester, growing fast. Its prospects are giowing. The owners are two Contact Men, the Production Head and the Copy Head—all agency man of experience; average age 39. We have abundant capital. Our success is being built on an unusually high type of service. Now we need another Artist. He should be able to do quick visuals of originality and power—catchy layouts that will carry the copy—finished art work in several mediums—and head the Art Department. Maybe he's a young chap of unusual ability. Maybe he's a voung chap of unusual ability. Maybe he's a chance to locate happly for life on an unusually favorable basis. Samples will be returned carefully packed, express prepaid. Address Mr. Wolfi, eare of

Hughes, Wolff & Co. Rochester, N. Y.

sufficient quantity of these things, in proportion to the sales possibilities in his territory. First I try to convince him by every possible means that it is a moneymaking proposition for him to do so, but if he still will not put in the proper effort, I do not hesitate to use pressure as the last resort. I do not mind telling a dealer, if everything else has failed, that I will take the agency to the competitor across the street. My dealers know me well enough to know that I really mean this when I say it. Of course, conditions must be favorable to you to make any threat effective. agency must be worth something to the dealer and he must feel that you really can place the agency elsewhere. You cannot crack the whip unless you have the whip hand. However, in most cases, the dealer's investment in past advertising and sales efforts, the advertising value of the users, the established good-will, etc., are enough to make this threat a real one. Used as a last resort, I have found it very effective to stimulate lagging activity.

When I sell a new dealer, I sell him not only a product to buy and sell, but a complete merchandising proposition. When he lines up for the agency, he is really contracting to undertake part of a merchandising program, just as a salesman contracts to do certain things when he signs with a concern. If I try to line up a new account to replace an unsatisfactory one, I frankly tell my prospect the reason for wanting to change accounts. He understands that the other dealer is being cut out for lack of sales efforts and that he will be expected to do better if he takes the line.

"Laying down the law to the dealer does not always work, any more than it always works to threaten a salesman with dismissal when his work is not satisfactory. Sometimes I lose a good account, and perhaps antagonize others who may feel that I am trying to be a little autocratic. However, the percentage of these is small. In the last three years,



If You Are Not Satisfied with a Field Goal—and Want to Make a Touchdown—

In attempting to reach the people in Louisiana who have money to spend, you have scored but a few of the possible points when you tell your story only through the newspapers of the "Big Town."

These, of course, are vital to your merchandising strategy; but if you want to roll up a real score in this State, and go over the line for a touchdown—you must also tap the other five populous and prosperous major centers.

To reach these with adequate coverage, you must use the home town dailies. Study the map, and the rich trade territories surrounding each of the five centers—Alexandria, Baton Rouge, Lake Charles, Monroe and Shreveport—and you will readily see why no advertising program in Louisiana is complete unless it includes the following newspapers:

Threveport

Alexandria

LAKE CHARLES AMERICAN - PRESS

BATON ROUGE STATE-TIMES AND MERNIMS ADVOCATE (Afternoon) (Morning) The Mouroe

Write one or all for information on

OUISIANA

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years,

Oct.

Wanted—an

Account Executive

A fellow of "parts" -with a pleasing personality—and if he can write, all the better.

The position is "right bower" to the president of a prosperous 4A Agency-a four hour run from New York. Address "M." Box 132, Printers' Ink.

I have used these last resort methods on just about 100 accounts. I have lost perhaps twenty as a result, about eighteen of which had given us so small a volume that their accounts were really unprofitable. To compensate for the two or three worth-while accounts which I did lose, I believe I have a far better hold on the accounts of my other dealers through their own activities. Then, too, the increased volume from all of my dealers amounts to several times as much as any loss I may have sustained."

The standing of the two men who have used this plan indicates its effectiveness. Of course it cannot be applied universally. It must be used fairly, intelligently, and by an individual with rather forceful personal characteristics. Otherwise, the efforts to make your demands forceful may be a boomerang.

Join Eastern Staff of "The Household Magazine"

Carl Dittman, Eastern advertising manager for the last five years of Physical Culture, New York, has joined the Eastern advertising staff of The Household Magazine.

W. L. Davidson has also joined the Eastern staff of The Household Magazine.

He was formerly representative of Liberty, New York, and sales manager of the Art Gravure Corporation, New York.

Buys "The Novelty News"

Federated Business Publications, Isc., New York, has purchased The Novelly News from The Bunting Publications, Inc., Waukegan, Ill. Henry S. Bunting, who founded The Novelty News in 1905, remains with the publication, as does the entire active staff.

George Tapner with Buffalo Agency

George Tapner has joined the staff of the Landsheft Advertising Agency, Buf-falo, N. Y., as production manager. He formerly was in the advertising depar-ment of the Syracuse Washing Machine Company, Syracuse, N. Y.

New Account to Quinlan Agency

"It

285

Mintrated Products, Inc., Chicago, has appointed The Quinlan Company, Chicago advertising agency, to direct in advertising account.

phokem ominance

Sworn Net Paid Circulation Figures for the Six Month Period Ending September 30 Show

SUNDAY SENTINEL illuminate Certentram

LEADING ALL WISCONSIN NEWSPAPERS WITH AN AVERAGE OF

minterrup Gaims

During the Same Period Show

The greater

Continued Its Forward Strides With a Net Paid Daily Average of

That The Milwaukee Sunday Sentinel continues year after year to lead all Wisconsin newspapers in circulation—that the Morning Sentinel continues its steady forward march—is evidence that the news, feature and advertising content of The Sentinel finds increasing favor with the reading public of Milwaukee and the Northwest.

"It Pays to Buy Advertising Space on a Rising Circulation."

NATIONAL ADVERTISING DEPARTMENT
CHICAGO
SAN
WM. C. HENNING
T. C.
ve. 502 Hearst Building
Mona SAN FRANCISCO T. C. HOFFMEYER Monadnock Building NEW YORK S. C. SPEER 285 Madison Ave.

, 1927

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5,000 or One Market or Thirty 375,000 Quality in Quantities

IN 1924, eight areas of circulation. All homes selected —all subscriptions paid for—by selling institutions whose combined volume reached \$150,000,000. In 1928, more than thirty markets, with a total of 375,000 homes which will spend—let's be conservative—at least \$500,000,000 for the thousand and one things a modern home needs to make and keep it modern. And the advertiser can eliminate any areas of circulation of no interest to him.

- A. Manufacturers are interested in markets; sometimes all, sometimes some.
 - B. Modes & Manners and Fashions & Home magazines are the only consumer magazines in which manufacturers can zone their advertising with reference to distribution of their products.
 - C. Circulation in any area is greater than that of any consumer magazines of quality appeal.

Modes & Manners - Fashions & Home

will give National Advertising the force and urge of direct-mail promotion in the following areas and others to come—at a cost of less than three-quarters of a cent per page per home.

Boston, Mass.
Pittsburgh, Pa.
St. Louis, Mo.
Los Angeles, Cal.
Omaha, Neb.
Brooklyn, N. Y.
Houston, Texas
Peoria, Ill.
Huntington, W. Va.
Denver, Colorado
Madison, Wis.

Evansville, Ind.
Richmond, Va.
Providence, R. I.
Elgin, Ill.
Lansing, Mich.
Sioux City, Ia.
Dayton, Ohio
Charleston, W. Va.
Altoona, Pa.
Tulsa, Okla.
Wichita, Kans.

Champaign, Ill.
Oklahoma City, Okla.
Ann Arbor, Mich.
Harrisburg, Pa.
London, Ontario
Hartford, Conn.
South Bend, Ind.
Wilkes-Barre, Pa.
Johnstown, Pa.
Austin & Oak Park, Ill.

Standard Publishing Company

222 East Superior Street, Chicago

AMOS H. WEIGEL, Business Manager

JOSEPH C. QUIRK, Advertising Manager, 681 FIFTH AVE., N. Y.

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What Percentage of Total Sales for Advertising?

BETHLEHEM TEXTILES COMPANY BETHLEHEM, PA.

Editor of PRINTERS' INE:

We have often wondered just what percentage of the volume of business in dollars and cents is considered a proper advertising appropriation or expenditure. Could you tell us where to find printed data on this subject as applicable particularly to manufacturers of hosiery and underwear?

BETHERM TEXTLES COMPANY.

BETHLEHEM TEXTILES COMPANY,
T. H. MUELLER,
Vice-president.

PORTER-EASTMAN-2-CO-CHICAGO
Editor of PRINTERS' INK:
We are wondering if you have some
figures on "How Much Should

The percentage figures we have date back some four or five years and we would like very much to have some more

up to date.

If you have such, we would appreciate very much your sending them to

PORTER-EASTMAN-BYRNE COMPANY, M. L. CARNEY.

THIS type of inquiry is frequently received by PRINTERS' INK. It is a natural inquiry since any manufacturer is excusably curious to know whether his appropriation is relatively out of line with the appropriations of other advertisers in the same field.

The question, however, is one that cannot be answered definitely. It overlooks one of the basic principles of advertising, the principle that advertising is a definite task to be performed and that setting an arbitrary percentage for one com-pany on the basis of another company's appropriation means that the first company is letting its advertising expenditure be controlled by competitors.

Confidential figures gathered by PRINTERS' INK at one time showed that the percentages spent on advertising within a single industry varied widely. Where one company spent 2 per cent of total sales for advertising another might be spending 5 or 7 per cent. Further analysis of these figures demonstrated that the variation in percentages was due to a great many factors which were never the

Sales Promotion and Advertising Director-

They say he is equipped with a forceful and convincing pen. His letters and editorials are His letters and editorials are an inspiration to more than one sales staff. His pamphlets and articles on "Selling" are alive with the stuff that creates enthusiasm among the members of a hard-hitting sales organization. One of his booklets is now widely used for hiring men. (100.800 canies hiring men. (108,000 copies printed.)

Thoroughly experienced in "direct-by-mail" and its value as a "tie-in" with dealers as well as consumers. Able to work with a sales organization and win cooperation through recognition of ability.

Experience covers: (1) Adver-Experience covers: (1) Advertising Agency, (2) National Publication, (3) National Advertiser. Is therefore, probably more familiar with the varying phases of selling by "type and multigraph" than most advertising men. tising men.

To the organization where ideas, and the ability to ex-press them clearly and inter-estingly are recognized as a necessary sales stimulant—this man can bring a highly spe-cialized talent and merchan-dising skill.

He is employed—(looks like a life-time job)—but wishes to engage in a broader field. His engage in a broader field. His present carnings are in the five figures, and he is still under 35. A man with his back-ground and ability, youth and energy, should be worth con-siderable to an aggressive, fast-stepping sales organization.

For an interview, please address "X," Box 271, Printers' Ink.

Oct. 20

same in any two establishments.

The advertiser, in determining his appropriation, should first decide what task he wishes to perform. He should next find out how much it is going to cost to do this task well. If the cost is too great he should then decide how much of the task he can perform well with the funds which he feels he can economically spend on advertising. That, simply, is the sound method of determining the advertising appropriation. It is the method that has been followed by most successful advertisers.

To decide arbitrarily that 5 per cent of sales will be spent in advertising may mean either a too great or a too small expenditure. If the investment is too great the advertiser is wasting money. If it is too small he is trying to accomplish too large a task with too little money.

Since the task of each company within an industry is different and since there are various internal factors and policies which make each company's advertising policy different from the policy of every other company, investigation of any industry will show a wide variation in the percentages of total sales being devoted to advertising. Therefore, even without the figures on the hosiery and underwear industries, for example, before us we can predict safely that the percentages in these industries will vary widely.

To determine a company's advertising appropriation on the appropriations of competitors is a dangerous practice which should not be followed.—[Ed. PRINTERS' INE.

Advanced by Laclede Gas Light Company

R. D. Lewis, assistant director of public relations of The Laclede Gas Light Company, St. Louis, has been made advertising manager and director of public relations. He succeeds Viacent M. Carroll, resigned.

Shelby Syndicate Now Emery Advertising Company

The Shelby Syndicate, Inc., St. Louis advertising agency, has changed its name to the Emery Advertising Company. There has been no change in the officers or personnel of the agency.

What Shall We Give for Christmas? Give QUICKLITE

Pocket Lighters

with your name stamped on cap



QUICKLITE makes an excellent promium or gift. With your name stamped on cap, a better one. QUICKLITE has no springs, bars or whoels. Lifting the cap trikes a light, always.

wheels. Lifting the cap strikes a light—always. Burns any inflammable liquid. We make them up in nickel-plated brass, in 1,000 lots at 20 cents each, plus cost of die and stamping if name is desired. Die and stamping 1,000 averages 59.00 for 15 letters. Packed in individual card-board boxes, or can furnish jeweiry cases at \$2.00 dazen.

Also available in gold plate. Prices F. O. B. New York. Prompt delivery. How many can you use? Send 25c stamps for cample,

RAPID MFG. COMPANY 799-A Broadway, New York



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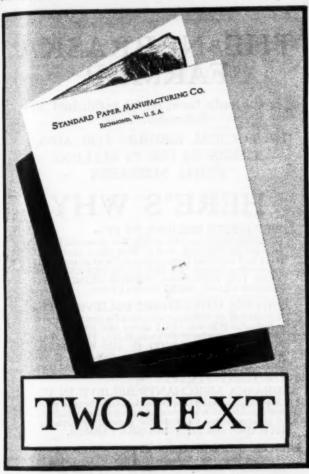
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Paper provides a bond surface with the right affinity for typewriter or multigraph ribbon. . . . For the illustrated side, Two-Text provides a fine coated surface for color process printing. . . . It is most opaque . . . and it folds without a semblance of cracking. Made by the Standard Paper Manufacturing Company, Richmond, Va.—the makers of Standard Blottings.

THE NEBRASKA FARMER

is the only farm paper published in Nebraska. It is

THE LOGICAL MEDIUM FOR ADVER-TISERS TO USE IN SELLING RURAL NEBRASKA

HERE'S WHY

ADVERTISERS BELIEVE IN IT—

In the first eight months of 1926, The Nebraska Farmer, with 310,707 lines, was in fifth place among all state and national farm papers in total commercial advertising lineage. IN THE SAME PERIOD THIS YEAR THE NEBRASKA FARMER CLIMBED TO SECOND PLACE, WITH 336,052 LINES.

NEBRASKA ADVERTISERS BELIEVE IN IT—Advertising by Nebraska concerns for the first seven months of 1925 was 19,611 lines; the total for the first seven months of 1926 was 35,875, THE TOTAL FOR THE SAME PERIOD IN 1927 WAS 62,251, which is 26,376 lines more than 1926, and 42,640 lines more than the seven months period two years previous.

NEBRASKA MERCHANTS BELIEVE IN IT— One company asked its 106 dealers in Nebraska what state publication or group of publications would be of greatest value to them for general advertising. 101 of them said THE NEBRASKA FARMER.

READERS BELIEVE IN IT-

The fact that 105,000 farm families, 92,170 living in Nebraska or almost three out of every four in the state, are subscribers, makes clear the attitude of farm people in this territory—the actual readers. Without duplication, and at one cost, you can reach this market in the most effective manner by using

THE NEBRASKA FARMER

Nebraska's Farm Paper

SAM R. McKELVIE, Publisher, Lincoln, Nebraska

Oct.

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FARM PAPER SUMMARY FOR SEPTEMBER

COMMERCIAL ADVERTISING LINEAGE (Exclusive of house, livestock and classified advertising)

MONTHLIES	
1926	1927
Lines	Lines
Country Gentleman 70,811	55,445
Successful Farming 29,642	23,140
Capper's Farmer 17,906	20,575
Farm Journal 22,460	17,389
Farm & Fireside 15,078	17,045
Breeder's Gazette *21,733	16,305
California Citrograph 15,454	15,716
Florida Grower \$30,054	11,803
The Dairy Farmer + 9,054	8,933
Farm Mechanics 11,309	8,919
Farm Life 8,656	7,905
American Farming 8,132	7,808
American Fruit Grower. 8,988	6,512
Better Fruit 2,693	6,175
Am. Produce Grower	5,661
Pacific Homestead	4,491
Power Farming 4,197	1,774
Farmers' Home Journal 4.212	1.577

Total *Five issues †Two issues tFour issues

280,379 237,173

322,386 276,270

SEMI-MONTH	LIKS	
	Lines	Lines
Dakota Farmer	28,058	30,671
Missouri Ruralist	25,551	27,794
Okla. Farmer-Stockman.	30,425	25,958
Hoard's Dairyman	25,861	25,210
Farmstead Stock & Home	20,231	20,159
Southern Agriculturist	24,156	19,960
The Illinois Farmer	24,949	16,633
Mich. Business Farmer.	33,066	15,992
Western Farm Life	16,998	14,685
Utah Farmer	16,919	14,311
Southern Planter	14,641	13,735
Southern Ruralist	22,215	13,732
Montana Farmer	17,225	13,188
S. D. Farmer & Breeder		9,909
Missouri Farmer	6,664	5,908
Southern Cultivator &		
Farming	9,904	4,224
Modern Farming	5,523	4,201

WEEKLIES (Four issues)

Total

	Lines	Lines
Iowa Homestead	*41,512	*44,124
Nebraska Farmer	37,692	41,381
Wallaces' Farmer		
Prairie Farmer	39,898	39,991
The Farmer		

ABLE EXECUTIVE AVAILABLE

He is one of the successful men in his field -and so judged.

Resourceful - well rounded-a tireless intelligent worker, this man is one of the most able executives know.

Would make strong "tie-up" between big agency and client. Can be reached through "O", Box 134, Printers' Ink.

WANTED

Experienced Sign Salesmen

Several Good Territories Open

Large mid-western manufacturer of Window and Counter Signs and Displays made of Glass, Wood and Cardboard; also Electric and Novelty Signs and Window Transfers. Quantity production only. contact with national (or large sectional) advertisers. Exclusive representation. Apply, giving experience, age, etc., in confidence, to

Ferdon Manufacturing Co. (formerly The Blanchard Co.) Aurora, Ill.

00

A SALES MANAGERSHIP

will be open immediately for a man at present employed and thoroughly capable of developing dealer organization and sales in domestic utility field. Salary \$10,000 to \$12,000. Address "U," Box 138, Printers' Ink.

NEW YORK AGENCY Vice-President

COPY CHIEF

and Art Director

AVAILABLE — well known, producing executive who carries through from ideas, plans, layouts and copy to personal contact with big business.

Broad, mature, modern. Skilled in many fields; cigars to corsets, tooth-paste to tires.

BASIS

Sizable salary for creative work, plus commission on business secured. New York only.

Address "Y," Box 280, Printers' Ink,

1	Lines	Lines
Wisconsin Farmer*3	3,096	*35,083
Kansas Farmer Mail &		
Breeze 3	1,970	33,754
Farm & Ranch 3		32,269
The Farmer's Guide 3		31,231
California Cultivator 3	8,410	29,985
Pacific Rural Press 3	6,371	29,526
Oregon Farmer*3	6,693	*28,483
Washington Farmer*3	4,037	*28,024
Rural New Yorker 3	3,364	27,943
Michigan Farmer 3	3,066	27,501
Ohio Farmer 3.	2,984	27,467
New England Homestead 3.	2,616	26,124
Idaho Farmer*3	1,386	*25,738
Pennsylvania Farmer 25	9,610	25,712
Progressive Farmer &		
Farm Woman 32	2,101	25,331
Wisconsin Agriculturist. 32	2,301	24,968
Ohio Stockman & Farmer. 22	2,316	22,194
Penn Stockman & Farmer 24	,691	20,116
American Agriculturist. 22	2,707	18,768
Dairymen's League News	7,260	*7,236
Total 808	3,864	731,184
*Five issues		
WARM WEIGHT	mna	

FARM NEWSPAPERS (Four issues)

Lines

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Kansas City Weekly Star	*30,512	30,237
Dallas Semi-Weekly		
Farm News	13,557	°10,664
Memphis Weekly Com-		
mercial Appeal	9,772	9,020
Atlanta Tri-Weekly Con-		
stitution	12,969	8,810
Atlanta Tri-Weekly Jour.	10,459	6,033
‡Kansas City Weekly		
	14 760	4 1 652

Total 92,031 66,416
Grand Total 1,503,660 1,311,043

*Five issues

‡Kansas City Weekly Journal discontinued September 15
(Figures compiled by Advertising Record Company.)

Apparel Industry to Begin

Three-Year Campaign in Fall
The campaign to educate the consumer to a greater sense of the value
of good clothes is expected to get under
way by March 1 of next year, according to the plans of the apparel industry
committee of the National Association
of Retail Clothiers and Furnishers,
which recently met at Chicago. A drive
will be started shortly to raise a fund
of \$500,000 to finance the first year of
a three-year campaign. The association
decided upon this co-operative effort at
a convention held at St. Louis last
March.



"AUNT KARRIE" is the capable conductor of the "Ko-op Kiddie Korner" in the Dairymen's League News. Her mail is tremendous; more than 25,000 letters were received during 1926.

This enthusiastic juvenile response is but an indication of the real reader interest on the part of Dairymen's League News families. From earliest childhood the youngsters are taught that this is their paper.

Mother studies the Home Page where she finds the problems of the busy farm woman treated with insight and understanding. Dad himself pores over the market reports and the Savage Feed Service. When tired, he enjoys one of George Duff's droll stories.

Your advertisement will go before keen eyes and responsive hearts when published in the Dairymen's League News.

Write today for Sample Copy and Rate Card



25,331 24,968 22,194 20,116 18,768 *7,236

731,184

0, 1927 Lines

*35,083 33,754

32,269 31,231 29,985 29,526 *28,483 *28,024 27,943 27,501 27,467 26,124 *25,738 25,712

Lines 30,237

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9,020

66,416 11,043

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PRINTERS' INK

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OPPICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND6500, President and Secretary, J. I. Romer, Vice-President, R. W. LAWRINCE, Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, Gove Compton, Manager. Atlanta Office: 704 Walton Building, Geo. M. Kohn, Manager. St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. Mogensun, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor ROY DICKINSON, ASSOCIATE Editor ALBERT E. HAASE, ASSOCIATE Editor BERNARD A. GRIMES, News Editor

C. B. Larrabee E. B. Weiss H. M. Hitchcock Thomas F. Walsh H. W. Marks

BDITORIAL STAFF
ee Roland Cole
Andrew M. Howe
icock James C. McGrath
Eldridge Peterson
Don Masson

A. H. Deute, Special Contributor Chicago: G. A. Nichols
D. M. Hubbard
Washington: James True
London: Thomas Russell

NEW YORK, OCTOBER 20, 1927

Buyers' Market Tactics kind,"

"Business remains good, but it is not of the bubbling says

shrewd judge of economic trends in commenting on the current situation. His appraisal takes on a sharper significance for sales and advertising executives when it is broadened to take account of the readjustment that is quietly taking place in several fields. Rising production curves encountering a consumptive capacity which expands stubbornly indicate that more than one industry has entered the period commonly called a buyers' market.

Advertisers in the last few years have come to realize that much of the talk about saturation points in industry eventually boils down to words without meaning. However, it is generally recognized that shifts in market control do occur.

Now the producer and seller are in the saddle. Tomorrow the consumer is dictator and well aware of it. The same sort of advertising and sales strategy rarely serves adequately for both situations,

With a buyers' market existing, certain tactics quickly suggest themselves as being excellently adapted to a manufacturer's needs. It is a good time for studied calmness and notably a poor one for frenzied selling and high-pressure work. More than ever the customer must be pleased. That means giving him better merchandise. more colorful and more attractive merchandise. It means, too, finding new uses for old products and new markets for them. It is a time when more than one advertiser who has been talking blandly about "selling quality" begins to discover what a euphemism that expression may become. Naturally the manufacturer who advertised consistently while the seller was in control and who mixed logic with his printer's ink is the one the buyer remembers most easily when his ascendency begins.

It is unfortunate that some manufacturers cannot help looking on a buyer's market as a time for price wars and other panicky measures that denote nothing so much as desperation. Why not strive to see it as a time when the buyer, well-armored against "hooey," is searching more diligently for real value?

The installation Forward members of the Step in Window Display Display Advertising Asso-Installation ciation are to be congratulated for the forwardlooking recommendations they made at the recent convention of the association in New York City.

The installation services, which have grown in importance during the last few years, have been handicapped by a lack of confidence on the part of national advertisers. Unethical service organizations have been known to remove displays which had been in a window only a few hours although the advertiser using the displays had paid good money to get them tices SELLA A stal adv each for for of i ing OF will inst

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a winthough isplays t them installed. The result of such practices has been felt by the ethical service men.

At the recent convention the installation group recommended that advertisers print on the back of each piece of display material a form which would leave a space for the installer to place the date of installation. Any installer coming into the store a few hours or a day later, seeing the date, will not disturb the display. The installation group further recommended that manufacturers' displays he given a minimum showing of seven days.

It is to be hoped that the board of trustees of the association will give these recommendations careful study and that national advertisers who are using installation organizations will give the ethical service

men their moral backing.

The Lion and John De Korte runs an indepenthe Lamb dent grocery store Lie Down in Glen Rock, Together N. J. He owns the building in which his store is located. And, impossible as it may sound, he rents half of the build-ing to the Great Eastern Stores, an organization operating a strong chain of grocery stores in that sec-

This information comes from an article that appears in The Progressive Grocer. The article states that the location which Mr. De Korte rents is better than the one he occupies. Yet, he does an annual business five or six times as large as that done by the chain

"So at Glen Rock," comments The Progressive Grocer, "the lion and the lamb lie down together, but John De Korte is the lion, and the chain store, which to so many grocers is a cold, relentless enemy, is the meek and harmless lamb."

There is nothing magical about what Mr. De Korte has accomplished. Neither is there any hidden explanation that would serve to show that what he has done is not to be taken as an example of what other independents might do. The fact of the matter is that when Mr. De Korte bought the building, the chain was already there and doing a handsome business. But since Mr. De Korte opened his store, the business of the chain has ebbed while his has None of the dozen increased. managers the chain has tried in that store has been able to stem the tide.

In our opinion, this incident is one which manufacturers, and particularly their salesmen, might use to good advantage when they must contend with independent merchants who complain about chain competi-

Developing Spirit

The partner in a big banking house Organization said recently of a certain large company which was

in the market to borrow money: There is something wrong in that business. They are making a good product and their markets are expanding. But every man is working for his own interest. There is teamwork - no organization spirit.

He suggested that an editorial be written to call attention to a condition all too prevalent in many large organization. New and valuable men are dissuaded from casting in their lot because friends tell them "the place is shot full of politics." Present employees lose interest and initiative because of a subconscious feeling that any new plan or idea will be weighed by the man immediately above them from a personal rather than an organization standpoint.

Such a business is like the ship Kipling wrote about. The skipper said: "She's just iron and rivets and plates till she finds herself; till every inch of her has been made to work with its neighbor.'

Unless each bolt and beam and . rivet in the business ship works in unison, it will start to wallow in the sea of competition.

Unless every member of an organization can learn to subordinate prejudice and personal ambition for the good of the whole, it won't be smooth sailing. Every man on a company pay-roll is a bolt in the He must be willing to give a little for the strain which every business ship experiences. Each man must have one aim and purpose, and that excludes a series of discordant efforts designed to grab off personal credit.

That is when a ship or a business finds itself. All talking of separate efforts then ceases and melts into one voice which is the soul of the ship, the spirit and policy of the organization.

President The Coolidge recently President refused to issue a Weakens proclamation urg-"Weeks" ing the observance of American Education Week. In doing this he struck a blow at the whole weak week idea when he declared, through his secretary: "Because of the increasing number of requests made upon him by various interests for proclamations year after year, he feels that in most cases they should not be made annual events."

It is evident from this statement that Presidential proclamations are going to be hard for the press agent to obtain from now on. PRINTERS' INK has pointed out again and again that proclamations won't sell apples or anything else—not even education.

Now that the President of the United States has declared thumbs down on such proclamations, we take heart. Perhaps a few of these associations that are planning to launch "eat more and buy more weeks" will realize the weakness and futility of the idea.

Now if a few Governors and Mayors will follow the President's lead, we ought to see a diminution in the number of "weeks." Certainly that would be welcome.

Chicago's
Biggest

A. B. C. Week
illustration of the growth, solidity and stability of American advertising. Fourteen organizations have been holding conventions—a great congregation of advertising interests. The Direct Mail Advertising Association, which held its first convention at Chicago ten years ago, went back there for a big

birthday party—and it was truly big. The Associated Business Papers met. These two large conventions divided honors with the Audit Bureau of Circulations and eleven other meetings.

But the sheer bigness of the composite gathering, impressive though it was, was not its most important feature. The really outstanding thing, according to our view, was the serious business at-titude throughout, and the total absence of ballyhoo and official "entertainment." No funny hatbands were seen. Nobody had draped around or over his manly frame a gaudy sash proclaiming the greatness of his city or organization. No unseemly political contests were staged to give somebody a job or a title. The meetings were dignified gatherings of business men and women who wanted to exchange ideas for mutual benefit. There was no frantic scrambling about for issues with which to justify the continued existence of the organizations. They have plenty of reason for living as it is and do not need to have the oxygen tank handy in their conventions

A.B.C. Week in Chicago has become an institution settled and entirely worth while. Succeeding weeks may not be so large in point of numbers, but, if the growth during the last ten years is any criterion, they will be even better.

Advertisements Used to Teach Children Food Values

Kindergartens in the State of clipped from newspapers and magazines to teach children food values. Pictures of the foods are cut out and placed on a table. Each child is given a spoon and plate and asked to select his own meal. After the children have taken their food to their desks, a nurse goes around and discusses each meal as to proper food value and the amount of the various things selected, that the child is to eat.

Appoints Weaver, Stewart Company

The Weaver, Stewart Company, Inc., publishers' representative, which has been representing the Stevens Point, Wis., Journal in the East, has also been appointed Western representative.

Newell-Emmett Company

Incorporate

Advertising . Merchandising Counsel
40 EAST 34TH STREET
New York

AN ADVERTISING AGENCY FOUNDED ON THE IDEA OF RENDERING SUPER-LATIVE SERVICE TO A SMALL NUMBER OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

The T. A. Snider Preserve Co.
Loose-Wiles Biscuit Co.
Graybar Electric Company
Association of American Soap
and Glycerine Producers
Eastman Kodak Company
(Brownie Cameras)
The Ansonia Clock Co.

"NOT HOW MUCH, BUT HOW WELL"

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Advertising Club News

Criticizes Executives' Neglect of Industrial Advertising

"Too few industrial executives view advertising other than a necessary evil and an added burden of expense and and an added burden of expense and approve of its use only on the basis that a competitor is doing it," according to C. E. Stuart, president and treasurer of the Central Alloy Steel Corporation, Massillon, Ohio. He gave expression to this opinion during a talk on "The Industrial Advertising Manager from the Executive's Viewpoint," which he made before a meeting of the industrial the Executive's Viewpoint," which he made before a meeting of the industrial division of the Cleveland Advertising

Industrial advertising, which should have the most careful study and survey have the most careful study and survey by the executive management, declared the speaker, is not always so considered. "What is the result," he asked. "The study of media, copy, illustration and proper space for display is superficially and indifferently, analyzed and when inquiries or orders are not directly traceable to the publicity, it continues to be regarded as fantastic and vis-

"Under these circumstances the ad "Under these circumstances the advertising manager is bound to be of slight value in the scheme of things. On the other hand, when the advertising is properly related to and organized with the same judicious study that is given to the development of the manufacturing facilities, then the advertising manager must be chosen with no less care than your engineers, superintendents, purchasing agent and other important departmental and executive heads." heads."

heads."

The tendency to measure the returns of advertising in concrete results was also criticized by Mr. Stuart. No attempt should be made to determine results from any particular part of an advertising plan, he said, but from the plan as a whole. No evaluation should be made except from a long pull basis. "We know industrial advertising pays and that the advertising manager, regardless of how clever he may be, can not be valued or measured for his ability by immediate returns," stated Mr. Stuart. It is no less difficult to gauge results, he said, even from advertisements of pretentious size in the largest

of pretentious size in the largest of publications.

Milwaukee Club Has Campaign on Departmental Membership

The Milwaukee Advertising Club has started a campaign under the direction of George M. Pendergast, vice-president in charge of departmentals of the club, to induce every member to belong actively to at least one of the departmentals. Programs are being planned for the various divisions in which members will be asked to lead discussions on some advertising point in which they have had an important or unusual experience. rience.

Calls Next Five Years Crucial Period for Advertising

That advertising will undergo its meat crucial defensive period in the next five years was the opinion advanced by crucial detensive opinion advanced by years was the opinion advanced by Homer J. Buckley, president of Buckley, Dement & Company, Chicago, in a recent talk before the Aderaft Club of Detroit. He based his statement on the public's reaction to "Your Money's Worth," re-

cently published.
"The newspaper solicitor, the magazine "The newspaper solicitor, the magazine solicitor, the outdoor man and the direct-mail man who says that his medium is best," stated Mr. Buckley, "is 'hurting advertising which has a great need for a more unselfish attitude in this respect and more consideration for the client."

New York Women's League Offers Scholarships

Two memorial scholarships, to be known as the Jane Martin and Caroline Overman Scholarships, are now being offered by the League of Advertising Women of New York. Miss Dorothy Crowne, The John Budd Company, is chairman of the scholarship committee. To be eligible an applicant must be engaged in advertising work at New York. The winners will be entitled to a one-year course in advertising at a university to be selected at New York.

St. Louis Club to Rotate Departmental Work

The Advertising Club of St. Louis The Advertising Club of St. Louis will provide, in its winter program, departmental work for every member. All phases of advertising will be covered by four groups, directed by H. J. Echele and Frank P. Gibbs. These groups are: direct mail and better letters, merchandising and distribution, media, and advertising production. These departmentals will meet once a month in rotation. month in rotation.

Honolulu Club Offers Essay Prize

The directors of the Honolulu Ad Club, Hawaii, have offered a prize of \$100 to the member of any advertising club, within the jurisdiction of the Pacific Advertising Club Association, who writes the best essay on "Why You Should Attend the 1928 Convention in Honolulu.

Philadelphia Women's Club Has Broadcasting Hour

The Philadelphia Club of Advertising Women broadcast an hour's program over Station WFI, on October 13. A talk on the value to housewives of buying nationally advertised products featured the program, which was in charge of Blanche Clair.

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Helps Stop Over-Stocking

If the retailer will concentrate on as few houses as possible in his buying, and is careful in his selection, there will be little danger of over-stocking and over-selling, declared Edward M. Skinner, of Wilson Brothers, Chicago, in a recent talk before the retail division of the Milwaukee Advertising Club. The adoption of this practice would also tend to lessen the evil of unreasonable hand-to-mouth buying, according to Mr. Skinner.

erreing to Mr. Skinner.
Raymond O. Cerlette, advertising
manager of the Boston Store, has been
elected chairman of the retail division.

St. Louis Junior Advertising Club Elects

Carl Richards, Winchester-Simmons Company, has been elected first vice-president of the Junior Advertising Club of St. Louis. Other officers elected of St. Louis. Other officers elected were Ewald Hencke, second vice-president; John Lamoureux, Warwick Typographers, treasurer, and Arthur Sivers, Ruhrauff & Ryan, Inc., secretary. Elmer L. Ludwig is president of the Junior club as previously reported. . .

Milwaukee Club to Be Guest of Automotive Engineers

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Members of the Milwaukee Advertising Club will be guests of honor at a meeting at Milwaukee, November 2, sonsored by the Milwaukee section of the Society of Automotive Engineers. E. T. Jones of the Wright Aeronautical Corporation, Paterson, N. J., will be the principal speaker.

St. Louis Club Starts New Course

The Advertising Club of St. Louis has started a public speaking class in conjunction with the St. Louis Sales Managers' Bureau. Harry T. Busmann, president of the advertising club, is lecturer and Carl Christine is class nstructor.

Death of Reginald Colley

Reginald Colley, formerly a field representative of the International Advertising Association, died at Brooklyn, N. Y., on October 13, in his thirty-ninth year. At one time he was a member of the advertising staff of the Fargo, N. D., Forum.

F. F. Hilson with "Good Housekeeping"

Frank F. Hilson, recently with the Capper Publications. has joined Good Housekeeping, New York. He was formerly for many years with The H. K. McCann Company, New York.

Concentration of Purchases Outlines an Editorial Program for Business Papers

Competition in the past has chiefly been confined to concerns in the same line of business. Today whole industries are organized for encroachment upon each other's markets. This change in marketing was made the subject of a discussion by Charles F. Abbott, executive director of the American Institute of Steel Construction, before the annual convention at Chicago of the Associated Business Papers Inc.

or steel constitution, before the Associated Business Papers, Inc.
Each individual industry looks to its business papers for help in evolving better plans of distribution, Mr. Abbott stated. "Let me outline a program which, if promoted by the business press" he said, "would give it a unique opportunity to assume leadership in bringing merchandising up to the plane of production and finance."
Here is the suggested program:

1. Employ research to obtain a true conception of the market, develop new uses, and aid in the cultivation of both old markets and new.

2. Use increased care in the selection, training and supervision of salesmen.

training and supervision of salesmen.

training and supervision of salesmen.

3. Base the sales approach upon the service the product will render rather than upon price per unit.

4. Establish equitable relationships between producers and their distributing, or intermediate, industries.

5. Establish and maintain sales prices in accordance with the fundamental law of costs plus a fair profit.

6. Take advantage of the tremendous possibilities offered by the intelligent use of well prepared advertising.

7. Organize the industry on a cooperative basis in order that it may undertake those activities which the individual concern may not be in a dividual concern may not be position to assume.

Frank W. Rostock, President, Cincinnati "Post"

Frank W. Rostock has been elected president of the Cincinnati Post, a Scripps-Howard newspaper. He will Scripps-Howard newspaper. He will continue to serve also as business manager of the Post, a position he has had

ager of the Post, a position he has had since 1925.

Early in his career Mr. Rostock was a reporter on the Akron Press, later serving as sports editor on the Cincinati Post and the Cleveland Press. In 1915 he was appointed editor of the Cincinnati Post.

Mr. Rostock heaves havings was appointed.

Mr. Rostock became business manager and, later, general manager of the NEA Service, Inc., another Scripps-Howard organization, in 1921, subsequently returning to the Post with which he has since been associated.

Join "Capper's Farmer" Mrs. Julia Kiene and Mrs. W. R. Curry have joined the editorial staff of Capper's Farmer, Topeka, Kans. Both women have specialized in farm women's problems. Mrs. Kiene, who will be women's editor, was recently head of a national flour manufacturer's home economic department. nomic department,

The Little Schoolmaster's Classroom

THE Hygrade Lamp Company, Salem, Mass., gives away all of its dealer help material except a display stand, which is sold to the dealer for \$7.

"Do you have any trouble with

dealers who throw away trouble with dealers who throw away this free material because they feel that it has no value?" the Schoolmaster asked Roger Poor, advertising manager of the company.

As an answer Mr. Poor showed the Schoolmaster a copy of an order blank which the company gives its dealers. No display material is sent to dealers except on request and dealers are asked to state their needs on the company's order blank. On this blank are listed all the helps in tabulated form. The first line reads, "Display Stand Sold for . . . \$7." The following lines read:

1927-28 Window Display, value \$1.85 free Display Frames, value .25 set of six free Price Card, value .05 each free Price List, value \$6.00 per 1,00C free

and so through a list of a dozen

helps.

"In this way," said Mr. Poor, "we impress the dealer with the fact that we are actually giving him something that costs us real money. Few dealers have any idea of the actual cost of dealer help material. Once we can get our dealers to realize what this material costs we find them chary of ordering material they won't use and quite eager to make sure that they do use most of the material we send. While we do not eliminate waste entirely, we do know that we have cut it down a great deal."

The Schoolmaster frequently has received letters which commenced as follows: "Your recent letter has been turned over to me by Mr. Smith and I am pleased to send you the information requested." This type of opening is pretty familiar, so familiar in fact that it has become hackneyed.

The Schoolmaster has always felt that the expression, "turned over," was far from ideal. It implies vaguely that Mr. Jones, since the matter was not in his purview, has quietly but thoroughly washed his hands of the whole business. Of course what has actually happened is quite different, but the implication is still there.

A better method of phrasing was shown recently in a letter from the Coca-Cola Company which commenced, "Mr. Turner Jones has shared with me your letter of September 30." That wording implies an interest on the part of the original recipient which is not implied by the wording, "turned over." The Schoolmaster offers this to members of the Class who have searched for a better method of avoiding a hackneyed and unsatisfactory expression.

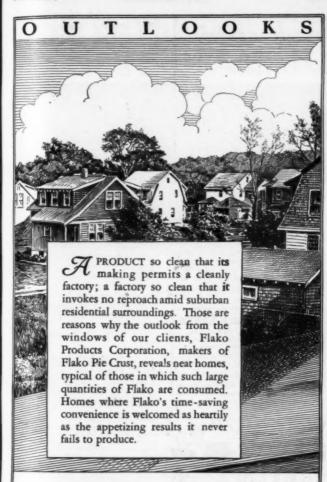
Some time ago John H. Hawley wrote an article for PRINTES! INK that has had a deep and lasting effect on the minds of many persons who write advertising copy. This particular article bore the title "Make a 'Present' to the Public in Your Advertising." It appeared in PRINTERS' INK of April 1, 1926. Its theme was that in order to attract and hold readers, advertising copy must offer gifts of fact, of news, of imagination, or of ideas.

It seems to be fairly easy for advertisers to grasp this copy philosophy in their display advertising. When it comes to direct mail advertising they seem to be unable to apply the idea as suc-

cessfully.

For some time it has been the Schoolmaster's desire to call advertisers' attention to their seeming inability to use this copy philosophy in preparing their direct-mail advertising. He has waited, however, until he could do that job constructively by the use of examples of direct-mail advertising that caught and interpreted

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CHURCHILL-HALL

H.B.LE QUATTE, President

50 UNION SQUARE NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

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To Let for Business 74 Fifth Ave.

AT 13th ST.

Exceptionally desirable location modern building. 7,500 feet to the floor, Sprinklered.

Light on all four sides. Separate shipping entrance. Extremely desirable for publishers, advertising agents, etc.

Apply Supt. on premises or

HUBERTH & HUBERTH

2 Columbus Circle Circle 7820

Your House Organ Read? Remember, it may contain true and fair statements about your goods -and still be interesting only to yourself.

I can plan, write and edit your publication in a manner and style born from writing experience. I can hold your old readers and get new ones. Readers mean sales. Sales mean profits. I mean business. Write "A," Box 272, Printers' Ink, for interview.

Educational Lists

School Executive Schools Teachers College Students Dealers in Student Trade

Send for Catalog of 500 Lists and Statistical Chart of Educational Field

Educational Lists Co., Inc. 503 5th Ave. N. Y. C., 612 N. Mich. Ave. Chicago

Photostats /// of any subject -By Photographers WAGNER & CO.

28 West 44th Street, New York, N. Y.

For a monthly close-up of the West-

120 Pages - News - Features - Review - Art Trial Subscription, 6 Mos. \$1 -- Sample 25c this idea which Mr. Hawley so ably expounded. Quite recently he has come across a worth-while example-a letter sent out to foundrymen by the American Foundry Equipment Company, of Mishawaka, Ind.

This letter, signed by the presi-dent of the company, shows every earmark of being a duplicated circular job, but in the Schoolmaster's opinion it will be read as quickly as if it had been individually typed for every person to whom it was sent. The letter is a forecast of business conditions for the fall of 1927. It gives every evidence that real work was done by the writer of it in obtaining his Anyone who reads it feels facts. repaid for the time he gave to it. The president of that company "gave a present" of real information to all whose time he demanded

by intruding a letter upon them. His only bid for business is contained in the last paragraph of the letter. It is an indirect bid and because of its obvious relationship to the information he has related in his previous paragraphs, it will not be resented and will in fact be welcomed.

The body of the letter reads thus:

The outstanding economists of the country, without exception, forecast favorable business conditions for the fall of 1927. This opinion is shared by such organizations as Babson, Brookmire, Harvard Economic Service, and numerous other economists of highest standing. United Business Service interprets the united opinion of a group of economisa so follows: "Easy money, well controlled production, and increased farm buying power insures good fall business." The Alexander Hamilton Service looking further forward says: "The controlling factors, credit and commodity prices, are both favorable to 1928 business." The influences favorably affecting the The outstanding economists of

The influences favorably affecting the general situation include:

Increased volume in the shoe and cotton goods industries. A continued gain in wholesale prices and mail-order sales. High volume in building and con-

struction.

A substantial improvement in buying power in the South and Northwest. A strengthening of prices for general commodities and farm products. The several days of hot weather is September when most needed to mature

Plentiful money and low rates of in-

The less favorable factors include:

Postage mechanis number ing who Min 2000

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Funk & Wagnalls Co. uses METERED MAIL



The "Metered Mail" Indicia has become a symbol of progressiveness, because of its use by leading and nationally known concerns in every like of industry. Below is listed a few of the larger companies whose requirements. His Funk & Wagnalls, have necessitated the installation of a number of machines.

General Motors Acceptance Carperation
New York Tolephone Campany
American Tel. & Tel. Company
Review of Reviews
Funk & Wagnalis Co.
John Wannemaker
Federal Reserve Banks
Goodysar Mfp. Company
General Electric Company
General Electric Company
Metropolita Life Insurance Company
Eastman Kedak Company
Fonntylvania Railiread
F. W. Woelworth
Acton Life Insurance Company
Actonal City Bank
Chevrolet Meter Company
National City Bank
Chevrolet Meter Company

Postago Motors—"devices having recording mechanism to be not by Pontmaster for a given sumber of impressions and estomatically locking when such impressions have been calculated—are the only devices approved by not office department for the printing and recording of postage.

Battery of ten of our large Model
"A" Machines operating in the
mailing department of the Funk
& Wagnalis Company. These machines automatically feed, separate, seal, imprint postage, postmark and stack the mail—all in
one operation.

The exacting requirements of Funk & Wagnalis Co., one of the largest direct-by-mail advertisers in the world, demand the best in mailing systems and equipment. Their selection and standardisation of the "Metered Mail" System was made only after long test and analysis. Their mail campaigns bring returns from every class of individual—from the farthest outposts, as well as from the largest cities. Whether your mailings are small or large—ten large machines or one—officien preparation, prompt Post Office despatch, positive postage control and "pulling power" are essential. The "Metered Mail" Indicia insures delivery of mail in the same neat condition as when despatched. Its progressive appearance establishes you amongst the business leaders of the country, even before the envelope is sepaced.

Let us send you a copy of a letter written by the Funk & Wagnalls Company giving you the benefit of their experience with "Metered Mail."

The Postage Meter Company
Solo Distributors of all types of Pitney-Boses
Mailing Squipment

THE POSTAGE METER COMPANY

We would tion, con Mail."	d like to ples of We hav first cla	U. S. A. receive, without obliga letters about "Metere- ee approximately ss mail daily, and ing matter monthly.	d
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Company			
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Type of	business		

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GOLFDOM, 236 N. Clark St., Chicago, III.



Tipper, Hollingworth, Hotchkiss & Parsons

PRINCIPLES OF ADVERTISING

The standard work on advertising. Covers plans, methods—psychology, marketing, copy, and art.

A necessary tool in every advertising man's working equipment. Will pay for itself over and over. Almost 500 pages, profusely illustrated.

Sent on 5 days' approval.

Write for now, complete estalog of books on advertising and selling. No ekarge.

Address Dept. M 207. THE RONALD PRESS COMPANY 15 E. 28th St., New York, N. Y.

We have an EXCLUSIVE PROPOSITION

sufficiently attractive to interest some company with national sales organization calling on Hotel and Restaurant trade.

Write "B," Box 282, Printers' Ink

Over-production of oil. High levels of loan, due largely to unusual stock market activity, indicating considerable speculation.

The serious problem in all lines of industry is the continued narrowing of profits. The foundry industry is no exception. The prosperous foundry today is the one that produces good, clean and well-made castings. Such castings can be sold at a profit. Good equipment is essential to their production.

For some years it has been the practice of Jay O. Lasher, adver-tising manager of the American Chain Company, to time the reading of each piece of advertising copy. He has sent the Schoolmaster an advance proof of a forthcoming advertisement which this office practice has been extended to inclusion in the copy itself.

Up in the right-hand corner there appears the following:

The average reading time of this advertisement is only 33 seconds. Spend this fraction of a minute and save a lifetime of regrets.

It is anticipated that this bit of information will challenge the reader's curiosity to an individual timing and, naturally, a reading of the Weed chain message.

A suggestion comes from R. M. Fleming, of the U. S. Paper Goods Company, for those of his classmates who are publishers of house magazines. It particularly concerns publications of an industrial or technical nature intended for certain individuals whose desks happen to be elsewhere than in the general offices.

"If I couldn't address my publication personally to those individuals," writes Mr. Fleming, "because I didn't know their names, I would insert prominently, either on a separate enclosure or in the body of the publication an appeal to the fraternal and professional feeling of the advertising manager (to whom most such advertising literature goes). appeal would be somewhat along these lines:

"'This publication is intended to reach the superintendent' (or chief engineer, or janitor, or shipping clerk, as the case might be)."

The Schoolmaster agrees that

Pleasant Livable Surroundings lessen the business strain!



One of the executive offices of the Insurance Company of North America, Philadelphia, Pa. Stewardson & Page, Architects.

A TRYING day—tired nerves—everything grates on you! Days like this are inevitable. They not only react on you but on your associates!

Business executives, however, are discovering that a "livable" office helps to counteract the effects of a strenaous day. Danersk furniture contributes a subtle but definite influence to the offices of many prominent business executives. Each piece derives its design from some authentic source.

Write for our free brochure "The Livable Office," which illustrates the effects possible with Danersk furniture. Or visit our salesrooms and let us consult with you regarding your needs.

ERSKINE-DANFORTH CORPORATION

383 Madison Avenue, New York City

at 46th Street-First Floor

Chicago Salesrooms: 315 North Michigan Avenue

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WANTED—an Eastern Representative

for a well-established, A.B.C. and A.B.P. publication of national circulation. Experience selling industrial field essential.

We are particularly interested in the services of a publisher's representative.

Address "T," Box 137, Printers' Ink, New York,

Wanted-A Business

Will buy an established drug or grocery specially with national or intensive distribution in Eastern and Middle Western territory. Not interested in perfumes or alcoholic tonics or medicines. Prefer food product or cream, powder, lotion, rouge, soap, shampoo or cleanser. Will pay cash for successful business showing earnings over five-year period. Address

JESS H. WILSON

3265 Colerain Ave., Cincinnati, Ohio

Partnership Wanted in Small Chicago Agency

to take effect about Feb. 1, 1928, by well known copy chief. Have business. Can invest. Prefer organization of young men. Am under 35, gentile, college graduate. Write in entire confidence.

Address "R," Box 136, P. I.

such an appeal might be a partial solution to the waste problem resulting from the hindrances to distribution of specialized house publications. He knows that the suggestion is the practice of a number of advertisers. The idea is brought before the Class in order that a larger number might take advantage of it.

The Schoolmaster, at this moment, has a comfortable feeling of pride in being connected with advertising, and knows that others, so engaged, will join with him when they know the reason.

The advertising manager of a comparatively new publication has been taken from the firing line with a serious malady. It will be many months before he can return to active duty.

In the meantime his friends on other publications are maintaining contact with his customers and prospects. One representative, the Schoolmaster is told, failing to get his own publication on a schedule, was able to close a contract on which his stricken friend had been working. These reports are doing much to cheer the outlook of the patient who is convalescing slowly but surely.

Here is a deed worthy of praise. Every member of the Class, like the Schoolmaster, will respond with gratitude for the credit it brings to all advertising.

Burton Bigelow Appointments L. A. Ehrich has joined Burton Bigelow, Inc., Buffalo advertising agency, as production manager. He succeeds C. B. Fraser who has been made director of the research department.

DEPARTMENT STORE ADVERTISING MANAGER AVAILABLE

- —have successfully served in this capacity a middle western store which grossed over a million dollars a year.
- well grounded experience which covers cosy. layout, direct mail and merchandising. —age 34, married, well educated.
- -further particulars will be ferthcoming by addressing "Q.," Bex 135, Printers' int.

WINNIPEG

GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents
TORONTO HAMILTON MONTREAL LONDON, ENG

SPACE BUYER

A large Advertising Agency is looking for a man to take charge of its media analysis and selection.

He must have an analytical mind, sound interpretive judgment, salesmanship, and an aggressive yet pleasing personality.

Actual space buying experience is not necessary but he must have sufficient advertising experience to be generally familiar with all types of media, and agency work.

Write fully about education, personal life, and business history. State salary requirements.

Address "V," Box 139, care of Printers' Ink.

WANTED!

Experienced Direct Mail Specialist

One of Chicago's leading advertising agencies has an unusual opening for an advertising man, preferably with automobile experience, who is well versed in all phases of direct mail work. He must be capable of visiting dealers throughout the country, assisting them in their direct mail problems, and creating campaigns of national scope. A sound background of actual direct mail experience is essential. Write "W.," Box 20, stating your past experience and enclosing samples of work you have produced. All information will be held strictly confidential.

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TPEC

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75 First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Save you money on publications. Printer producing eight monthlies can take more. High-class work; individual service; only 2 hours from New York; messenger. Stryker Press, Washington, N. J.

UNUSUAL OPPORTUNITY
Well-established business manufacturing cash register and other paper roll specialties in paper-making center. Only small amount of capital required. Box 863, P. I.

SMALL PRINTING INK PLANT

Greater New York, established 19 years, low overhead, great opportunity for active man, to be sold at once with or without building on account of sickness. Box 887, Printers' Ink.

SPECIAL REPRESENTATIVE - Two Chicago trade papers, national circulation, leaders in their fields, has opening for Chicago and vicinity. Commission only. Address Box 879, Printers' Ink Chicago Office.

If looking for an interesting career in the advertising, publicity, theatrical and moving picture business we offer you an opportunity to buy an interest in and become associated with our profitable enterprise located in New York. Box 864, Printers' Ink.

HELP WANTED

High-grade Advertising Contact Man with sales ability and knowledge of vertising for direct-mail agency. age, experience, education, references and salary. Address Box 890, Printers' Ink.

SIGN SALESMEN

Territory open for a fine line of adver-tising signs and displays. To capable men handsome returns assured. State experience. Box 866, Printers' Ink.

ADVERTISING SOLICITOR WANTED advice Tising Solicitor Wanted for periodical issued by Americanization organization. State experience, compensation expected, and any other information pertinent to filling such a position. P. O. Box 280, Grand Central Station, New York, N. Y.

SALES OPENING

We want a young man, preferably with some experience in the paper, printing, or folding box line, who has the advertising slant and is resourceful enough to develop ideas, and capable of selling paper products related to the packing of food stuffs, textiles and proprietary lines. We are seeking a man who is am-

room stuffs, textiles and proprietary lines. We are seeking a man who is ambitious to get started in sales work, and if he has the right stuff in him, he can build an excellent future with a successful manufacturing organization. Tell us your story fully, and an interview will be arranged. Box 869, Printers' Ink.

Correspondent, experienced, is wanted by a nationally advertised establishment, the largest of its kind in the world. Must be of proved ability and able to direct the work of others. Salary com-mensurate with ability. Excellent oppor-tunity is offered and applications will be held in strictest confidence. Box 865, P. I.

WANTED

Man by large, well-established firm to sell syndicated advertising material to banks in Detroit, Toledo, Cleveland. Commission basis with drawing account

man who can prove up.
Give full details and references first
tter. Box 870, P. I., Chicago Office.

ADVERTISING ASSISTANT

Unusual opportunity for young man to develop into important position with National Advertiser. Some experience in copy writing and sales correspondence desirable. Prefer single man, free to travel if necessary. State experience, age and all other qualifications in first letter. Box 882, P. I.

OPPORTUNITY SOUTH

Thirty year old printing service establishment with trade magazine and syndicate advertising service has good symmetric advertising service has good opening for a copywriter and plan man, with merchandising background. Advertising service to furniture industry offers exceptional opportunity.

Southern Furniture Studios Queen City Printing Company Charlotte, N. C.

ADVERTISING MANAGER—for large correspondence school in the East. He must be a big man holding a big job now and capable of doing still bigger things with a steadily growing concern. Position is now held by man who has worked up to \$12,500 a year (plus sock bonus) and is resigning to go abroad. The man chosen must possess practical The man chosen must possess practical knowledge of Correspondence School advertising and general operation of the entire business in all departments. He a resultful mail order copy must be must be a resultful mail order copy writer with a good sense of layout, prising and other phases of advertising production, and capable of working istelligently with our agency. Position is a permanent one with oldest school of its kind. Write fully, in confidence, stating age, business history, education, average salary past three years and when available. E. F. Crouch, Secretary, 401 Citizens National Bank Building, Baltimore, Maryland.

MISCELLANEOUS

I CAN DO A LITTLE MORE Spare-Time Writing

-ads, letters, booklets, etc., for concerns in New York or vicinity. Box 873, Printers' Ink.

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Me Unusual at Moderate Prices
H. WESTPHALEN
45 West 344 St.

68 FIFTH AVENUE (at 13th Street) Small Office to Sublet Telephone Chelsea 2860 or see Berta Crone

Star Kee Stereetyping Mats are standard for making stereotyping plates. Instantaneous service in your own plant, much cheaper than Electros. You distribute your type and file your mats for future plates. Job size 12 x 15, newspaper 20 x 24. They are shipped cured, ready for use. Use job press for making type impression on the mat. Particulars on request. WHITFIELD PAPER WORKS, INC. 12 Vestry Street, New York City

POSITIONS WANTED

Correspondent, Copy Writer—who finds reasons why people buy or don't buy—writes the friendly way they like, in words they understand—and sells them. Box 872, Printers' Ink.

SKETCH ARTIST
29, thoroughly experienced on fine Lettering, Design Embossing, air-brush, desires
change of position. (Good Hand for Retouching.) Box 877, Printers' Ink.

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on your advertising investment depend upon scientific merchandising plans convered by conv that convinces. Consult

upon scientific merchandising plans con veyed by copy that convinces. Consul with me. Box 885, Printers' Ink. SECRETARY-STENOGRAPHER

Five years' advertising agency experience. Familiar with all details pertaining to agency work—conscientious and willing. Box 876, Printers' Ink.

PART TIME

Advertising Manager—Sales Promotion. Twelve years' experience. Reasonable. G. P. O. Box 23, New York City.

MANAGERIAL EXECUTIVE
Seeks new connection. Now employed as
General Manager large Corporation. 15
years' experience with Food Products Industry. Thoroughly conversant with
costs, sales, merchandising, and production. Accustomed to developing, directing, and inspiring a large organization.
Successful record, middle age, American,
married, and in good health. Box 889,
Printers' Ink.

I'll Wager \$1,000

there is a live and going concern who has an opening on its sales force for a producing, successful salesman with personality, thoroughly familiar with the sale of intangibles and training men.

Box 868, Printers' Ink.

ARTIST with six years' experience in well-known art service wishes to make change into another high-class place. Type of work: wash, dry brush, line. Box 884, Printers' Ink.

PRODUCTION MAN

Experienced publication and agency work, executive type, unusual record. Fully conversant all phases of mechanical production. Available immediately. Box 874, P. I.

I will give half my time free for one month to prove my value to substantial company or association needing permanent services of experienced publicity man in executive capacity. Box 875, Printers' Ink.

Copy Writer

Ten years copy chief for big New York agencies. Box 886, Printers' Ink.

ADVERTISING OR SELLING
Experienced writing advertising and selling. Seeks connection with "Future"
agency, printer, publisher or manufacturer. Salary secondary to opportunity.
Unusual circumstances make applicant
available. Box 878, Printers' Ink.

WEB PRESSMAN, who is also a competent stereotyper, wants permanent situation. Been in charge of one pressroom for more than twenty years; steady, sober and reliable; forty years of age; references from last employer. Address E. T. Smith, care of St. Louis Law Printing Company, 415 North Eighth St., St. Louis, Missouri.

MAILING DEPARTMENT EXECUTIVE

with 12 years' experience in New York Post Office; 5 years in charge of large Wall Street Bank mailing department. Now head of mailing and shipping department of nationally known organization. Desires to change position for one with opportunity. Has initiative, pleasant manner and is industrious. Residing in New York, but will go anywhere. Box 871, Printers' Ink.

ADVERTISING AGENCY
Secretary - Stenographer—Christian
woman, 10 years with one New
York agency in production department. Relieve busy executive or
production manager of all details. Thoroughly understand drawings and engravings, electros, etc.
Can issue space orders and read
proof as well as take dictation.
Present employers are reducing staff
and will cheerfully indorse my work
and ability. Full particulars upon
request. Box 830, Printers' Ink.

It's a Good Connection I Want!

One that offers greater possibilities than those ahead of me now. Am 24 and free to go where opportunity knocks. Have college training and several years' advertising experience. Can write fetching copy, promote ideas, and make contact. Sensible, but not too old-fashioned Salary \$2500 to \$3500. At present agency employed. Write Box 867, Printers' Ink.

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School of the s. He r copy, print-ertising in ing in-hool of fidence, acation, rs. and eretary, uilding,

ing or con-Box

Table of Contents

WILFRED KEAN, Assistant Sales Manager, The Estate Stove Company	
Eighty-Year Old Product Enters National Advertising E. D. Church, President, Church & Dwight Co., Inc	×
We Couldn't Get Along Without Salesmen's Reports James A. Reardon, Secretary, The Reardon Company	
The Thirteen-Month Calendar Will Need Advertising Ernest Dudley Chase, of the Rust Craft Publishers, Inc	
Two Advertising Agency Vice-Presidents Write a Play	
Putting Unusual Effects into Backgrounds By A COMMERCIAL ART MANAGER	
Getting Dealers to Pay for Window Trim Material W. E. Underwood, Advertising Manager, National Lamp Works of The General Electric Company	e
Shall I Stay Stuck in the Mud? By A Young Man.	. 1
The Space Buyer's Yardsticks Inch by Inch DUANE D. JONES, of Lord & Thomas and Logan, Los Angeles	
Scrimshaw Copy Amos Bradbury	
"Get-At-Ability"—The Alpha and Omega of Retail Selling	. :
De Sales Contests Build Business in the Industrial Field? G. A. Binz, Manager of Sales, American Schaeffer & Budenberg Corp	
Taking the Curse Off the Pep Letter W. L. Barnhart, Resident Vice-President, National Surety Company	
How Price Maintenance Will Be Investigated	16
Yes-The Exclusive Grocery Store Is a Has-Been A. H. DEUTE	10
Telegraph Delivery Stimulates Florist Business.	
Government Advertising Inquisition Is Resented by National Advertiser	
The Merchant Tailor Fights Back.	
	47
Describing Manufacturing Processes in the Sales Manual C. B. LARRABEE	14
How Celotex Keeps Sales Growing When Markets Shift	
D. M. Hubbard	15
Outworn Sales Customs That Need Revision CHARLES G. MULLER	16
Some of the Jokers in the Foreign Advertising Deck	
Bernard Staley, Production Manager, Paris Office, Erwin, Wasey & Company, Ltd.	17
Farm Paper Summary	19
Editorials	202
Buyers' Market Tactics—Forward Step in Display Installation—The Lion and the Lamb Lie Down Together—Developing Organization Spirit—The President Weakens "Weeks"—Chicago's Biggest A.B.C. Week.	
The Tittle Schoolmaster's Classroom	208

, 1927

10

28

41 50

77

97

103

112

147

148

156

199

& 177

he

.C. 208

Does he know what to say first ~ and second ~ and then what ?

Lighted pictures of the right kind will show each salesman every step in the sale as you want it made.

Jam Handy Picture Service trains men regularly at every dealer's store alike, according to lighted patterns approved by you. It is easy for any dealer or representative to conduct successful meetings, making all the points clear and showing your story in a way that gets understanding. This method is a proven means of sending information to the field in picture forms. Jam Handy Picture Service can reach 100% of your selling force, with sales promotion and instruction pictured to fix your points clearly in every mind.

We are organized to give whole-hearted assistance to progressive companies that wish to train salesmen by a simple, easy method that saves expense. Ten years' experience in preparing picture material for training purposes has highly developed the skill of this organization in producing lighted pictures of high quality and exceptional effectiveness.

Every picture we have ever produced has helped accomplish the buyer's purpose. Over 150,000 meetings have been held successfully with Jam Handy Picture Service and with our field co-operation, throughout the United States.

Jam Handy Picture Service

Newspapers' Film Corp'n 217 West Illinois Street, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides New York, 420 Lexington Avenue—Dayton, 887 Reibold Bldg.— Detroit. General Motors Building—Regional Sales and Service at Principal ·Points Throughout the United States The world's greatest newspaper is now printing more advertising than any other newspaper in America 1 1 1

And has been doing so during the 1st nine months of 1927. Leading the second newspaper in America by more than a million lines. Also Supreme in Chicago.